

AMERICAN NURSEYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. XLVII No. 1

JANUARY, 1, 1928

Per Copy 20c

1928

Jan.

1

A New Year's Toast with Old Years' Friends.

ALL TOGETHER:

"Three Rousing Cheers!!!"

We feel that way about '28, and joined you heartily.
Now our own little cheer (300 men assembled from 1500 acres).

Hip, Hip ---

TREES!

*Well Filled Bins
Of Well Grown Stock
Of Well Known Quality*

FRUIT TREES - DECIDUOUS TREES and SHRUBS - ROSES - EVERGREENS

Hip, Hip ---

PLANTS!

*Hardy Perennials
Greenhouse Products
Bedding Annuals*

Hip, Hip ---

SEEDS!

*Tested strains for:
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Roadside Vendors
Lawns and Links.*

Tiger ---

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SINCE 1854

THE STORRS & HARRISON CO.

"Painesville Nurseries"

PAINESVILLE, Lake County, OHIO



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ROCHESTER, N. Y.

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SPRING 1928

AC omplete Line of Nursery Stock

**Fruit and Shade Trees
Shrubs, Privet, Vines
Roses and Perennials**

FRUITS IN CAR LOTS

*Cherry—1 and 2 year
Apple—2 and 3 year
Plum—1 and 2 year
Peach—1 year*

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ESTABLISHED 1878

CHERRY TREES! CHERRY TREES!

The Best That Can Be Grown!

**SWEET AND SOUR ONE AND TWO YEAR
CAR LOTS OR LESS**

We also offer for Spring, 1928

*A General Assortment of
Standard and Dwarf Apple
Standard and Dwarf Pear,
Plum, Quince and Peach*

TRUE TO NAME

Write For Our Attractive Prices

KELLY BROTHERS NURSERIES

Dansville, N. Y.

YOU WILL PROFIT

by filling in and returning the blank sent you recently by the **Distribution Committee** of the **American Association of Nurserymen** because that Committee is working to help you to

Advertise more effectively

The information gained from all your answers will become the basis of the Committee's recommendations at the **Denver Convention** in June.

**If anything about the survey
is not plain, ask questions;
but send in the blank—now.**

**THE DU BOIS PRESS
Rochester, New York**

*A Complete Assortment
of*

New York State Grown FRUIT TREES

*Specializing in Car Lots
of*
APPLE - PEAR - PEACH

**Special prices on
BARTLETT PEAR, CORTLAND APPLE,
ELBERTA PEACH**

**Also a Full Line of
ORNAMENTAL TREES
SHRUBS AND ROSES
American Arbor Vitae
Lombardy Poplars**

W. & T. SMITH CO.

GENEVA, N. Y.

Organized in 1846

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Best Tree Digger on Earth



Write for Descriptive Circular and Prices

Stark Brothers

NURSERIES AND ORCHARDS COMPANY

Louisiana, Missouri



OUR SPECIALTIES

are
FRUIT TREES
BUDDED ROSES
HARDY SHRUBS
HEDGE PLANTS

and
CONIFEROUS EVERGREENS

Complete Surplus List Ready January 2nd

Ask for Your Copy

The Huntsville Wholesale Nurseries, Inc.,

1872

HUNTSVILLE, ALABAMA

1928

Happy New Year!

1927 has been a pretty good year.

1928 looks like a better one.

Growing conditions have been ideal and
our stocks are in fine shape.

We face the future with great confidence.

California Association
of Nurserymen

Courtesy of
HOWARD ROSE COMPANY,
Hemet, California

New Grape "CHAMPAGNE"

BRING California to your door. A grape as good and some say better than the famous "Muscatel" grape of California. Large, luscious fruit of a flavor all its own. The more you eat, the more you want. The plants are laden down with beautiful coppery red clusters, ripening the latter part of August. The berries are the size of a five-cent piece. Twenty to forty feet of vine being common in one season. Hardy as iron. Our ten years of experience has proven this. Do not fail to list this variety in your new catalog. Strong two-year No. 1, \$3.00 per 10; \$25 per 100; \$200 per 1000; \$150 per 1000 in ten thousand lots. One year at one-half the above prices. Stock limited. Order at once.

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American Nurseryman

American Nut Journal

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Less Than 58c Per Inch Per Week

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Two insertions for the single rate.
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Mr. Spring Planter

Check your short list and get our prices. You can save money by placing orders now for spring. Let us hear from you while our lines are still unbroken.

Send for Trade List.

Onarga Nursery Co.

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ILLINOIS

THE MONROE NURSERY

ESTABLISHED 1847

Carload lots of
APPLE PEACH CHERRY
CATALPA BUNGEI LOMBARDY POPLAR
and a well balanced list of
PEAR

A complete assortment of shrubs graded to please the most critical buyer.

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Manufacturers of Ilgenfritz Planting Machines and Digging Plows

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HARDY PERENNIAL PLANTS
EXCLUSIVELY

Write for Trade List.

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A GENEROUS 8 BUSHELS IN THIS BALE



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TORT MULL

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W. C. Reed & Sons, Vincennes, Ind.

A few leading items we have to offer.
Please submit list of wants for prices.

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2 Year	Bartlett	800	400	400	
E. Richmond	Kieffer	150	150	100	
Dyehouse	Wilder	200	140	60	
Eng. Morello	Lawrence	80	70	100	
Wragg	Flemish B.	280	300	250	
Montmorency	Clapps	150	200	150	
Montmorency, 1 yr.	Anjou	150	150	120	
CHERRY, 1 Year.	Seckel	200	250	300	
Re-buds, fine roots, special prices:	Duchess	100	100	100	
11/16 9/16 7/16 5/16	Koonce	200	70	50	
E. Richmond	PLUM on Plum (Myrobalan)				
Dyehouse	Red June	150	60		
Eng. Morello	Grand Duke	200	50		
Montmorency	German P.	580	130	50	
	Lombard	1000	400	150	

Prices on Mail Order and Transplanting
Sizes of Cherry will interest you.
Will send samples if wanted.



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We have the great Mastodon, Champion, and last but not least, 2,000,000 Progressive, Everbearing.

Progressive—1,000, \$5.00; 5,000, \$22.50; 10,000, \$40.00.

Better plants cannot be grown. We have a full stock of common varieties also.

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J. H. Skinner & Co.

Topeka, Kansas

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Also lighter grades.

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Is the Nursery Trade Journal

Exclusively for Nurserymen

Those who are content
with a side issue
Get side issue results

The only publication in America devoted to the Nursery Trade in general as a Main Issue is the
AMERICAN NURSERYMAN

AMERICAN NURSERYMAN --- January 1, 1928

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

Advertising—Advertising forms close on the 25th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.50 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earl operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN" published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copy 10c of current volume, 30c; of previous volumes, 25c.

RALPH T. OLCOTT
Editor, Manager

AMERICAN FRUITS PUBLISHING COMPANY INC.

39 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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SURPRISES

Always Come at Inventory Time!

Our Wholesale Bulletin out early in January, will show our surprises.

They will be gobbled up quick, too!

After winter inventory, prices always soar on many varieties. Your best assurance of having your wants at a right price lies in covering your needs before shortages show up and prices jump.

Our Wholesale Lists describe a full and complete assortment of SPECIFIED Quality Stock.

If you don't get them, write us.

C. R. Burr & Co., Inc.

General Nurserymen

MANCHESTER,

CONNECTICUT.

We Do Not Sell at Wholesale to Retail Buyers

Buy Now for Spring

**WE ARE ONE
OF THE LARGEST GROWERS
IN THE UNITED STATES
OF FRUIT TREES**

**APPLE PEAR CHERRY
PEACH QUINCE PLUM**

**Big stock of Cherry
and the New Cortland**

**Wonderful assortment of
ROSES, SHRUBS, ORNAMENTALS
AND SMALL FRUITS**

**Owing to our big volume of business,
we can give you the best at low prices**

**FOR WONDERFUL VALUES TRADE WITH
Maloney Bros. Nursery Co., Inc.
DANSVILLE, NEW YORK**



**BLACK
HILLS
SPRUCE**

*Hardy
Compact*

*Silver Green
in Color*

*Four Times
Transplanted*

*Resists
Drought*

We can supply your needs, in carload lots or less, for specimen trees of any size from 12 to 48 inches.

Our thousand acres also contain evergreens of many other varieties, both specimen and lining out stock.

Also fruit trees, ornamentals, and shade and forest trees.

Write for prices

The Sherman Nursery Co.

CHARLES CITY, IOWA

Chief Exponent of the American Nursery Trade

The American Nurseryman

National Journal of Commercial Horticulture

AMERICAN FRUITS PUBLISHING COMPANY, Inc.,
39 State St., ROCHESTER, N. Y.

Subscription Rates:—\$2.50 per yr.; 3 yrs. for \$6.00
Canada and abroad: 50 cents extra per year.

ADVERTISING RATE, \$2.80 PER INCH

"You are issuing a splendid Journal, covering the news of the trade from coast to coast." Former President E. S. Welch, American Association of Nurserymen.

Edited by Ralph T. Olcott, founder of American Nursery Trade Journalism. "The dean of Nursery Trade Journalists, who, since June, 1893—a quarter of a century—has boosted all the time for the interests of all nurserymen."—Former President John Watson, American Association of Nurserymen.

ONE CAN only act in the light of present knowledge. Until you know of the existence of such a Nursery Trade Journal as the AMERICAN NURSERYMAN you must act with such knowledge as you have.

It is for this reason that we are glad to acquaint you with this publication. It speaks for itself; but if you would have corroborative proof, ask any prominent Nurseryman.

Calls for back numbers come in almost every mail. Many cannot be supplied, as editions have been exhausted. The only safe way is to see that your subscription is paid for in advance.

"A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view."—H. Dumont, Chicago, Ill., in Printer's Ink.

AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

Vol. XLVII

ROCHESTER, N. Y., JANUARY 1, 1928

No. 1

FINE CO-OPERATION OF NORTHWESTERN NURSERYMEN

THE Northern Retail Nurserymen's Association convention was pronounced the best convention of its kind ever held. A leading wholesale Nurseryman visited the association for the first time. He remarked at the banquet that the N. R. N. A. was the best organized and best working association he had ever had a chance to witness.

These fine results have been brought about by just one thing. Co-operation. Some twelve years ago the Nurserymen in the Northwest were fighting each other as they have done in various sections. They began to get together in this new association. Year by year they have drawn together and threshed out their differences. Each season in the executive sessions the retail Nurserymen have talked things over man to man. They have discussed costs frankly. This act alone has been one of enlightenment to all the members. There has been a better mutual understanding in regard to trade ethics in the competitive field which is practically all reached by the salesmen. The result is that there has been developed a high sense of regard to the other fellow's organization. We are satisfied that the relationship that exists between the retail Nurserymen of this Northwest region is as high grade and wholesome as that in any retail line of business. Many visitors at this last session commented on the remarkably fine spirit that exists at this meeting.

During the three days' session some very fine addresses and papers were given. The outstanding note of the convention was that money was to be made by promoting the sale of the newer and better varieties. It was likewise the common consent that many of the old varieties are to be dropped from the list. As one leader remarked in the course of an address: "When Ford put his new car on the market, he stopped production on the old car." Accordingly all the old list of plums such as DeSota, Surprise, Wolf, Wyant, are not being propagated in this Northwest territory; but in their place the new plums, Underwood, Tonka, LaCrescent, Winona, etc.

It was mutually agreed that the same thing applies to the field of shrubs. Many new varieties are coming to the front and taking prominent position. Other old varieties will be dropped from the list. Considerable interest was manifested in the new lilacs and propagation will soon cease entirely on the old common lilacs.

The market development program of the A. A. N. came in for its share of attention and created a great deal of interest. All members are very much alive and it was

agreed that the N. R. N. A. would co-operate with the A. A. N. in the putting over of a market development program.

The three days' session was closed with an interesting banquet. E. C. Hilborn acted as toastmaster. Gov. Nestos of North Dakota gave a fine address and interesting speeches were given by Frank Daniels; John Nordine of the Jewell Nursery Co.; Ray P. Spears, President of the Minnesota Horticultural Society; Harold Welch of Shenandoah, and M. R. Cashman of the Clinton Falls Nursery Co., Owatonna.

All pronounced the session an extremely interesting one and many voiced their desire to join the A. A. N. Several also plan to attend the Illinois meeting next month.

President Mitchell's Address

At the Northern Retail Nurserymen's Association Convention in Minneapolis

We congratulate ourselves that, in this northern latitude, we have been able to develop varieties of fruits and ornamentals that will endure. This has been no easy task of evolution; the prospects for still further advancement are bright.

In this business of cultivating for beauty and the propagating and developing for fruit, we should not lose sight of what Nature has done for us. In this age of progress and advancement it seems easy for some to forget the conservation of the resources which Nature has provided us; especially do I wish to stress the importance of the conservation of our forests. Could we but have left, here and there, an occasional seed tree and stopped the ravages of the forest fire, a kind Providence would, in all probability, have taken care of all future forest propagation. Even at this late awakening we can re-build our forests and

insure for future generations an adequate lumber supply, as well as to help conserve the game life so rapidly diminishing.

I feel that we, as Nurserymen, stand firmly and squarely behind reasonable and progressive forest legislation, and it would be hard for me to imagine any group of men who could have the interest of our great forests more at heart than this or similar associations. I feel that the Nurserymen's interest in this forest problem is a means of service to civilization in general and to our great country as a whole. My recommendation is that this association choose a committee on forest conservation, which includes forest re-building and fire prevention.

The market for some of the new varieties of fruits introduced in recent years in this vicinity has been mostly local, but the demand for these varieties is spreading over a large territory; especially do I refer to the new varieties of plums, and this association could well go on record in recommending a few varieties for general usage rather than the whole list as it stands today, and I suggest that a committee be chosen to recommend varieties for general planting both for home and commercial uses.

This association should have a permanent place and time of meeting. It would eliminate a great deal of correspondence and uncertainty if we knew exactly when and where we are to meet.

Several of our members have been chosen as officers and committeemen of the American Association of Nurserymen. Mr. R. Cashman is a member of the executive and finance committees; W. G. McKay of the committee on co-operation with U. S. entomologist and U. S. Department of Agriculture; T. E. Cashman of the legislative and tariff committee. It is not out of place at this time to mention the excellent work that has, and is being done, by the committee on distribution or market development of which E. C. Hilborn is chairman. We are also glad to know that E. B. George, who is vice-president of the American Association, has come to the territory covered by this association. It would be gratifying if our entire membership would be on the roster of the American Association at the time of meeting in Denver the coming June.

I wish to thank the members of this association for splendid co-operation during the past year, and especially for the seemingly untiring efforts of our Secretary, C. H. Andrews.

A group of 23 men and women constitutes the radio broadcasting force of the Gurney Seed and Nursery Co., Yanktown, S. Dakota, says George W. Gurney, manager of the Nursery department:

"We have a 1000 watt station and are on the air from 6 a. m. to 6 p. m. Our wave length is 302.8 meters, 990 kilocycles. We believe that our station is doing more than any station in the country towards spreading the gospel of planting. Our programs have been fixed up for practically every state in the Union. We would be glad to hear from Nurserymen who have been able to listen in on our programs."



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SOME CALIFORNIA OBSERVATIONS ON JUNE BUDDING

CALIFORNIA fruit growers are initiated into the commercial practice of June budding by M. J. Heppner, Division of Pomology, University of California, in California Cultivator. Mr. Heppner says:

June budding as the term might imply, does not necessarily mean budding that is done during the month of June, although this is the conception many fruit growers have. Instead, it refers to budding usually done during the early summer, the bud growing the same season. In other words, the process of budding completed, growth commences soon after.

This type of budding has been used by southern Nurserymen for many years but it has only been of recent years that it has received an impetus in California. In the past, largely because of the difficulties of propagation, June budded trees were grown by California Nurserymen only to relieve shortages. However, many growers who have used such trees now insist on getting them to the exclusion of all other grades. In view of the fact that June budded trees are somewhat more expensive to grow than the usual budded trees, due to the unusual care and technique required to grow a seedling and force a bud on it in a single season, many Nurserymen have been rather reluctant to producing this type of tree. However, with the increased demand for these trees many of the state's Nurserymen have undertaken this type of propagation on a large scale.

Observations have shown that June budded trees generally develop into more satisfactory trees than those produced in the usual manner of late summer budding. This can be accounted for by the following:

Only inherently strong seedlings have vigor enough to force a bud to grow into a satisfactory tree during the same season that the seed is planted. It is obvious therefore that the weaklings will thus be automatically eliminated.

The shock of transplanting a tree with a one-year root is very much less than in the usual two-year root. In fact, most of the roots on a June budded tree come intact with the tree when it is dug from the Nursery. On the other hand, a large percentage of the roots are lost on the two-year-old root.

The tree is not overgrown and the buds are so fresh and full of vigor that leaves and branches readily push out all up and down the young trunk. This makes possible the formation of the head where it is wanted and insures against sunburn and borers, which generally follow a case of sunburn. One of the principal gains in using a good June budded tree is the better framework that it is possible to establish.

On the other hand there are some disadvantages of this type of propagation, two of which are of significance:

The high cost of producing large size trees. This is naturally reflected in the price that the orchardist must pay for his trees in view of the increased cost of production to the Nurseryman.

June budded trees will not stand as much abuse between digging from the Nursery and becoming established in the orchard. Apparently not as much plant food is stored in the roots and trunk and their smaller size makes them more susceptible to drying out unless carefully handled.

Although success may be had when employing June budding on all deciduous fruit trees, best results are obtained with the peach, both as to the top and as to the root. As the peach seedling makes a rapid growth the tree generally attains a size which is of sufficient magnitude to allow budding to be done in May, June or July, depending upon the locality. June budding may be practiced in some sections in late May, while it may be impossible in others until late June. Differences in soil and climate cause these variations. The almond root probably lends itself to this type of budding nearly as well as the peach root. I had good success in producing large sized apricot, peach, plums and almond trees on the almond root. Only little success was had when the Myrobalan plum and apricot roots were used.

There are three requisites for June budding.

The seedlings must be large enough early in the season to be budded conveniently.

The bark must slip readily.

The desired dormant buds must be available. In some cases they must be placed in cold storage during the previous winter and kept under these conditions until ready for use. In California, however, most of the deciduous fruit trees develop their buds sufficiently by late May or early June so that this procedure is not found necessary. Buds are thus used that were formed during the same season. When it is desired to hurry bud formation to completion, ringing of the branches is sometimes resorted to.

About two or three weeks before budding time, the seedlings should be stripped of their lower branches up to a point about five inches above the surface of the ground. This is done so as to give the lower end of the seedling a smooth working surface free from interfering branches. Seedlings should also be thinned out where they appear to be too close together.

As soon as the seedlings are large enough to receive a bud in their basal end and the bark slips easily, the trees are ready for budding. If the proper scion wood can be secured at this time it is a good policy to begin budding operations immediately. The common "T" bud is used for June budding as well as for the standard budding which is done later in the season. Although this method of budding is probably known to all, a brief review of it will be mentioned.

Shoots of current season's growth are taken from the desired trees and cut into lengths convenient to handle, usually about 12 inches. The leaves are cut off, leaving about one-fourth inch of the petiole which is used as a handle when inserting the bud. These sticks should be always kept in a damp sack to prevent excessive drying. In cases where it is impossible to get mature buds from current season's growth so early in the season, it is often necessary to store the scion wood in cold storage from the preceding winter as was previously mentioned. In order to protect the bud from the direct rays of the sun it is often placed on the north side of the seedling.

A spot on the tree as near the ground as is convenient to work is selected and a vertical cut about one and one-half inches long made into the bark. A horizontal cut about five-eighths of an inch in length is then made across the top of the first cut completing the "T." The two flaps are then opened and the seedling is ready to receive the bud. In order to remove the bud from the bud stick the knife is inserted into the bark about one-quarter inch below the bud and then drawn upward so as to cut a slight distance into the wood, emerging about one-quarter of an inch above the bud. The finished bud carries with it a small portion of the wood and about one-half inch of the bark. This type of bud is called the modified shield and differs from the true shield bud in that no wood is taken with the latter. The true shield bud requires two cuts, one about three-quarters of an inch in length under the bud and into the wood and the second, a cut above the bud through the bark. The bud with the attached bark is then ready for inserting. In order to use this type of bud it is necessary that the bark peel easily from the wood. The advantage of this bud is that a closer contact is possible between the cambiums of the bud and stock. The bud is now inserted under the flaps of the "T" and then closely tied with string or raffia. A new product which has made its appearance on the market during recent years to be used for tying the bud is a narrow strip of rubber which rots after a time, making the cutting mentioned later unnecessary. This rubber product is being used by several of the Nurserymen. About ten days later the strings are cut in order to prevent girdling of the seedling. Up to this point the methods followed more or less coincide with those generally followed where the later summer or fall budding practices are carried out. However, from this point on the procedures of the two vary.

Following the cutting of the strings the top of the seedling is bent over and broken about four inches above the bud, care being taken not to sever this portion completely. A few strands of bark and wood should be left intact so that some food will be able to pass beyond the injury. The reason for breaking above the bud is to stop a portion of the food supply in the region of the bud and cause it to begin growth immediately. If the entire top is removed at this time the supply of food may be so great near the bud that it will be "drowned out". After the new bud makes a growth of about four inches, the top of the original seedling should be cut back to within one-half inch of the growing bud, thus diverting the entire supply of food into the newly growing shoot. The removal of the top of the original seedling is such a shock to the young tree that it generally has a tendency to throw out innumerable new shoots from all around the bud. In order that the new bud may make as much growth as possible it is absolutely necessary that all such growth from the original seedling be removed. This will necessitate frequent trips through the Nursery for purpose of rubbing off this type of growth.

With sufficient care and frequent irrigations when the soil becomes dry it is often possible to get the growth from the bud to reach a height of from three to four feet and a diameter of about one-half inch all within a relatively short period of time. However, it is not possible to get all trees to attain such a size within such a short period of time. Nurserymen generally offer trees about 12 inches in height and one-fourth inch in diameter as their lowest grade. Although good results may be secured from these small sized trees, it is generally better to plant those which are of a slightly larger caliber.

The trees are generally dug in time enough so that they can be planted in the orchard as soon as there is sufficient moisture in the soil. As previously mentioned utmost care must be taken when removing the trees from the Nursery and when planting in the orchard owing to the fact that the June budded trees are somewhat more delicate at this age than standard budded trees.

Many growers have made use of June budding not only on Nursery trees but on old orchard trees which they are eager to change over to some other variety. The proper bud is inserted into current season's growth and the subsequent treatment is then exactly the same as is given Nursery June budded trees. In cases where the June bud fails on the old tree it is possible to rebud at a later date or graft during the winter or following spring.

Better Business Policy—President James C. Auchincloss, of the National Better Business Bureau, says: "Business men the country over are not interested in an inquisitorial organization; they will not encourage and support a meddling policy. Business men want to eliminate the waste and crookedness in business and supplant it with far-sighted efficiency and honesty. It is too easy to be critical, and it takes real ability and brains to build up and create."

May the good destructive work of driving the sneaks and thieves out of business go on with vigor, but that will not be effective unless we clear the way for constructive effort and vision."

AMERICAN ASSOCIATION OF NURSERYMEN

Chas. Sizemore, Louisiana, Mo., Secy.

The following are new members listed since last report:

Bagatelle Nursery, Herman B. Baruch, Wyandanch, L. I., N. Y.
Gerard Grootendorst, Lock Box 100, Oakland, N. J.
Jackson Landscape Co., 4314 Indiana Ave., Kansas City, Mo.
E. W. Jones Nursery Co., Woodlawn, Va.

How State and Commercial Nurseries Can Co-operate

As usual the Illinois Nurserymen's Association through its officers has prepared a highly interesting program for the annual convention in Chicago this month. Attendance at the Illinois association's annual meetings numerically has been second only to the annual gatherings of the American Association and in point of representative character nearly if not quite equal, at least at times. There's a reason.

The program as published in this issue constitutes the attraction. Much thought has been expended upon it. And among the addresses that of Chief Forester R. B. Miller of the Conservation Department of the State of Illinois, first of the formal features, stands out as of particular interest to Nurserymen generally.

"State Nurseries—Their Aim and Purpose," is the subject. Upon it he said last month to a representative of *American Nurseryman* that he realizes the interest taken in it by Nurserymen.

"This matter of developing state Nurseries or leaving some of this work to the commercial Nurseries of the state," said Mr. Miller, "is certainly a very important one with us, since we believe that in any planting program we need the co-operation of the Nursery companies and it is very likely that among the many inquiries which come in to us, when this campaign is started in earnest, there will be a good many for ornamental stock and shade trees, which

will improve the business of the Nursery companies; so it seems our interests are more or less mutual.

"As an example, I may say I am just returning from a trip on which I find that a certain park wishes to purchase 100 shade trees and a country club near the same town wishes to underplant with evergreens; so, taking this as an example, it seems as we travel over the state we will undoubtedly have a great many chances to increase the business of the Nurserymen and we intend to do this in just as impartial a manner as possible, through close co-operation with a committee of the Illinois State Nurserymen's Association.

"We are, therefore, trying to get the best information we can from other states as to their success in growing and distributing seedlings under the Clarke-McNary Law and also results of their co-operation in private Nursery companies. In many cases we find that the number secured through private Nurseries has been several times larger than the number of seedlings raised in state Nurseries, and this is a point I think which needs to be taken into consideration."

Mr. Miller's address at the Illinois convention, we are sure, will have an important bearing on the clearer understanding of the relation of state Nurseries to commercial Nurseries which is desired.

Domestic Stocks in the East

Lancaster, Pa., Dec. 21—Sales of nut trees have been good and we will not have enough for spring orders in many items.

With the exception of trees on Mazzard stocks, cherry trees have been slow. Orders may be better for spring. There has been a good demand for cherry on Mazzard roots and we do not have enough.

Fruit tree stocks are not much in demand. Commercial planting of fruit trees is very light at present. Nurserymen are not planting heavily; the imported stocks are preferred. American growers have to undersell the dealers in imported stocks to get orders at present and these prices being low, I think growers generally are losing money. Of course this was to be expected in having to compete with cheap labor in Europe in growing fruit tree seedlings. I am making a rather extensive planting for next spring, but will probably drop the growing of seedlings after next year unless the imported stocks are excluded. If they are shut out, I would like to grow them in quantity, and I believe I can compete with other American growers.

J. F. JONES.

Press Comment

Concerning the re-organization of Jackson & Perkins Co., announced in a recent issue of this journal the Newark, N. Y., Union-Gazette said:

Mr. George Perkins has been associated with the Jackson & Perkins business for the last thirty-five years and, during this entire time, has been very active in its management except during the last four years when he left its affairs to a greater extent in the hands of the younger members of the company. He has seen and helped it grow from a small enterprise of about twenty thousand dollars annual business in 1892 to a total business of over a million dollars in the season of 1926-27; from a distinctly local business, having just a few customers in Rochester, Geneva and vicinity, to one which covers the entire country, and has reached out successfully

for European connections. An exclusively wholesale Nursery business has always been conducted in the past and the new company intends to follow the same plan. The growth has been particularly gratifying during the past ten years and, while it is with some regret that Mr. Perkins is selling out his stock holdings in the business founded by his father, Mr. Charles B. Perkins, fifty-four years ago, he has entire confidence in the energy and the ability of the men who will compose the new organization and carry on.

Mr. Perkins' advisory and financial assistance is still available to the new organization and he is deeply interested in its success.

Michigan Association Meeting—Annual meeting of the Michigan Association of Nurserymen is to be held Feb. 15-16 in Detroit. Arrangements are being made by R. W. Essig, Detroit; James Ilgenfritz, Monroe; Ralph Coryell, Birmingham Secretary-Treasurer C. A. Krill is looking after details.

AMERICAN NURSERYMAN, Chief Exponent, twice a month \$2.50 per year. Three years, \$6. Canada, abroad, 50c extra per year.

Iowa and Kansas Nurserymen to Grow Domestic Stocks

Fifty acres of land belonging to Mrs. Hannah Wagner and D. W. Coll have been leased for the raising of Nursery stock.

Thomas Oliver who, 30 years ago, was connected with the Colorado Nurseries became acquainted with Rocky Ford soil through correspondence with Mrs. Belle Daring, secretary of the Rocky Ford Chamber of Commerce and following personal inspection by Oliver and Burton Lake, the acreage was leased.

The land will be used for growing Nur-

sery stock for the Shenandoah, Ia., Nurseries, the Mount Arbor Nurseries, Shenandoah, and the Oliver Nursery Co., Topeka, Kan.

It is understood the real purpose behind the move is the growth of a plant to use in grafting cherry trees. These companies heretofore have gotten their stock from Europe. A quarantine threatens to cut off the supply and it became necessary to establish a domestic supply.—Denver Evening News.

Fine Results at New Galilee, Pa.

New Galilee, Pa., Dec. 21—We have just finished digging the finest lot of well-matured Nursery stock that it has been our pleasure to grow in a number of seasons. The fine weather enjoyed in this vicinity in September permitted the stock to complete its growth in good shape, and the moderate weather during October and November ripened it up gradually; by the time late fall digging was under way, we found the stock in perfect condition for storage. We are well situated to take care of our customers for spring business, and from the outlook at the present time spring 1928 deliveries will be one of our best results. Sales at present are very satisfactory, and we are receiving reports daily from our salesmen from all sections where we solicit trade.

Fruit growers and orchardists in Beaver County, Pa., our home county, and Columbiana County, O., our neighboring county, report to us most satisfactory fruit crops throughout the season, and comment on the fall apple crop in particular. The late fall weather in these counties was extremely favorable for rounding out the apples as to size and color. Fruit was sold at very satisfactory prices, and as a result the outlook for spring sales of apple trees in these districts is good.

Representatives from Rice Bros. Company, the Storrs & Harris Company and Champion Nurseries were among the visiting Nurserymen that called on us during the season.

We wish to compliment you on the really worthwhile articles that appear in each issue of your paper. We do not believe that any individual or company connected with the trade in any way, can afford to be without your publication.

KEYSTONE STATE NURSERIES
F. R. George, President.

Better Than Bank Interest

"Neglecting the planting in the home building program is almost without excuse in view of the fact that planting can be done bit by bit, a little each year. Planting cost is small in comparison with the cost of the house or even that of the furniture * * * Because planting can be done a little each year, there is all the more reason why a house barren of plants is inexcusable. Twenty-five dollars spent each season adding to the planting of the grounds would hardly be missed, while each year the money so invested would double and triple in value returning a better rate of interest than if it were in the bank or in stocks and bonds."—B. H. Clark, Beaumont, Tex.

JACKSON & PERKINS COMPANY

NEWARK (WAYNE COUNTY) NEW YORK STATE

Sole American Agents for the well known Charles Detriche Nurseries of Angers, France, growers of fine fruit tree and rose stocks, and everything for Nursery planting.

ILLINOIS NURSERYMEN PLAN OUT ANOTHER BIG EVENT

Starring the Principal Trade Feature of the Winter



F. J. LITTLEFORD, President

ANNUAL CONVENTION

Illinois State Nurserymen's Association

PROGRAM

Wednesday, January 18, 1928—1 P. M.

Invocation.....Rev. Benj. E. Chapman
Trinity Church, Aurora, Ill.
President's Address.....F. J. Littleford
Treasurer's Report.....George W. Klehm
Improvement of Small Fruits.....

Prof. A. S. Colby

State Nurseries—Their Aim and Purpose
R. B. Miller, State Forester

On August 1st, 1926, R. B. Miller was appointed Chief Forester of the Conservation Department for the State of Illinois. He began at once to formulate a policy for forestry commensurate with the needs of the state, based on facts which had been collected by the Natural History Survey started in 1908. Every Nurseryman in the state will be interested in what Mr. Miller has to say.

R. B. Miller,
State Forester

Retail Selling and Its Sales Problems
Charles Henry MacIntosh

An expert in salesmanship. Knows how to present his message in an interesting and forceful manner. MacIntosh is posted on retail selling. He has handled more than a thousand distinct campaigns dealing with almost every imaginable article, merchandised through every channel of distribution.



Chas. H. MacIntosh

Thursday, January 19, 1928—1 P. M.

Call to Order.....F. J. Littleford
President

Announcements

Planting Illinois Trees Along Illinois
Concrete Roads.....J. A. Young
Legislative Committee Report.....
A. M. Augustine

Selecting and Managing Salesmen
Harry Newman Tolles



Harry Newman Tolles a determined ambition for greater accomplishment.

Mr. Tolles is a speaker of international reputation. He gets his points across by apt illustrations, human interest stories and sound logic with a vein of humor and optimism throughout. He states frankly that his purpose is to make every hearer leave with a little more self-confidence, a stronger feeling of individual responsibility and

Boosting Sales By Special Days

Fred High



Fred High

to be quickened and whose purposes need to be better directed.

Every once in a while some one steps into the lime light with a new activity that causes hundreds to ask, "Who is that fellow?" "What does he do?" Sometimes the burden of these inquiries is "How does he do it?" Fred High sells association organizations to their own people, then to the rest of the world. Fred High stimulates those whose ideals need

Credit As a Business Asset

J. F. O'Keefe

Selling the goods, making adjustments and collecting the money. Three important steps. Something we all have to do many times throughout the year, at the same time retain the customer's good will. For over 10 years J. F. O'Keefe has made a study of Credit, distinguishing himself and the Chicago Association of Credit Men, of which organization he is Secretary.



J. F. O'Keefe

Friday, January 30, 1928—1 P. M.

Call to Order.....F. J. Littleford
Announcements
Standard Practice Committee....J. A. Young
Auditing Committee.....Guy A. Bryant

Marketing Development

E. C. Hilborn

The best way to create desire for Nursery products. Making the public "garden conscious." Getting them to satisfy their wants in nursery products in preference to something else. This is all being worked out by the Market Development Committee for the American Association of Nurserymen. E. C. Hilborn will give a summary of the progress made to date. This information is of vital importance to every Nurseryman.



E. C. Hilborn

M. Q. Macdonald, the American Association of Nurserymen's attorney in Washington, D. C., was seriously injured in an automobile wreck last month. An attack of pleurisy followed the breaking of three ribs. He is slowly recovering and hopes to be about again soon.

Building Confidence in Business

Claire I. Welkert



Claire I. Welkert

fortunate in securing Major Welkert's services.

Major Welkert is a forceful speaker with a national reputation. He talks straight from the shoulder. Has a manner of developing his subjects and a style of delivery that holds constant rapt attention and arouses interest. He has talked before many state and national associations in all parts of the country. He is in big demand. We are indeed

LUNCHEON

Friday noon, January 20, 1928, 12:00 P. M. luncheon will be served in the Crystal Room. J. H. Hudson, director Organization Service Department, Illinois Chamber of Commerce, will be the luncheon speaker.

"Push," "Pep," and "Personality"

J. H. Hudson

J. H. Hudson, known throughout Illinois and the Central States as Super-Six Hudson, the Apostle of Sunshine. Mr. Hudson is a keen observer and a student of human nature. His talks contain much good, solid substantial horse sense. A leading Illinois newspaper recently characterized Mr. Hudson as a combination of Josh Billings, James Whitcomb Riley, Will Rogers and Billy Sunday, all rolled into one.



J. H. Hudson

In an address in Miami, Fla., last month N. A. Reasoner, Royal Palm Nurseries, Oneco, Fla., on the subject of relations between florists, landscape architects and Nurserymen, said: "I am sure we will see more specialization enter the field of landscape architects, gardeners, wholesale and retail florists, bulb growers, ornamental and fruit Nurserymen. The old days when any one man or any firm could be all of these have, I believe, gone forever. I imagine our own firm has given it a better trial than almost anyone else in the state, and from sad experience we can tell you that they simply do not mix. If you want to go into some of these other lines, get you a good man who understands that line of business and give him a free hand, you merely furnishing the capital or material; but where the executive head tries to manage both businesses I can tell you from experience that he does so to the detriment of both."

AMERICAN NURSERYMAN should be regularly on your desk. A business aid. Bristling with exclusive trade news. Absolutely independent. NOT OWNED BY

Notice of Shipment of Pleasing Consignment

Friends of John Watson, 1916 president of the American Association of Nurserymen and long a director of choice Nursery

shipments, late last month received consignments accompanied by the following, bearing his monogram:

NOTICE OF SHIPMENT

I am sending you an immense lot of Christmas Greetings and good wishes for the New Year. The packing is poor but adequate, for the contents are not fragile nor perishable and need protection only against frost.

This consignment out of very sincere friendship is fully warranted, true-to-name, guaranteed to live and grow, is well-rooted, straight and tall, not forked nor crooked, of plump caliper, clean, healthy and will pass the most critical inspection.

While this is strictly of my own growing, the finished product is budded on propagating material supplied by you in the way of much kindness that I hold in grateful memory.

Although the present consignment is a large one, yet it leaves me an inexhaustible supply still on hand, which I intend to send you on demand—and even without formal order—and always in fresh, perfect and growing condition; and for these consignments of friendship and goodwill, there is no charge: they are upon exchange account, against the heavy credit balance you always have with me.

JOHN WATSON

Christmas, 1927

Big Fig Development

The Pacific Development Co. recently appointed F. C. Brinkley, as expert fig man who spent a number of years in charge of fig culture on the Forkner properties at Fresno, as superintendent of the Romoland, Riverside County, Cal., plantings and development.

Brinkley has been in charge of the leveling and grading of 4000 acres of land preparatory to planting it to Clarkadota figs. Of this acreage, 400 to 600 acres have been leveled and piped, and will be ready for planting early next spring.

The concern has developed 18 wells and is bringing in new ones at the rate of two monthly. There are more than 30 miles of underground cement irrigation pipe, and new lines are projected for the rest of the planting area. At present there are 23 tractors, 25 teams and 130 men employed on the property.

In the Nursery more than 2,000,000 Clarkadota fig plants are being prepared for the big spring planting season. It is estimated by the company that a total of \$200,000 will be expended within the next six months, preparing the property for final plantings and getting Nursery stock into orchard formation.

Where Inspection Is Welcomed

It would be hard to find a state in which the grower has such helpful co-operation from government inspectors as in California, and this ready helpfulness experienced by both private and commercial grower and Nurseryman from the state and county horticultural commissions has been a real benefit. In no state are people generally so aware of the danger of insect and disease invasion as in California. Clean stock means profitable stock; that being realized, the inspector is as much a friend to the Nurseryman as is the health inspector at the schools who sees to it that a child with an infectious disease does not endanger other children. This growing co-operation was stressed at the recent Nurserymen's conference by Everett Smith and by W. F. Jacobson of Sacramento, speaking for the inspectors' side, while Mr. Chenoweth of the Beverly Hills Nursery spoke from the Nurseryman's angle of the value of inspection to those in his business.

Westminster Nursery's Show Place

Passing motorists and local residents have been attracted in unusual degree by the new building at Liberty Heights, Westminster, Md., which was recently occupied as the main office and salesroom of the Westminster Nursery, of which J. E. Stoner is the proprietor. The building is 32x56 feet, with reception room, private and clerical offices, rest rooms, sales room and packing room. Storage is provided for in the spacious cellar. The Hanover Evening Sun says:

"The grounds are attractive and will be more so when all of the plans are carried out. There is a driveway of small cedars leading to the spacious porch which is brilliantly illuminated and is arranged with display racks. Mr. Stoner has planned the placing of trees and evergreens around the building and when finished it will be one of the show places in the county. Signs are being placed in conspicuous places inviting visitors to 'drive in.'"

"Mr. Stoner has an extensive business in Maryland, surrounding states and in the West. The plants are grown on the large farm on the Gorsuch road under the Skinner Irrigating system with green houses, storage and packing buildings and also has several farms engaged in the same work. The Westminster Nursery was established in 1893."

Look Out for Directory Solicitor

Every business man no matter what his industry, is a target for the fraudulent directory solicitor. The solicitor enters the business office under many guises and aliases. On many occasions he enlists the aid of the telephone in furthering his illegal practices.

Business and city directory listings are his bait in most instances, and have borne the brunt of his activities so far, for obvious reasons. As modern business has grown more complex, the need for special-

The Preferred Stock



**--A New Year---New Stock---New Pep--
Let's Go!**

"It's fifty-four years since we started growing The Preferred Stock," I reminded Perk the other day.

"Fifty-four years is a lotta time," said Perk.

"Especially in the nursery business," I agreed.

But the time's gone fast at that—probably because so much has happened. We've had a lot of fun—learned a lot—made a host of friends—and probably a few enemies.

We're not kicking. Our business has grown EVERY year. (Yes—EVERY year)

And we're good for 54 more!

Let's go!

Jack

Jackson & Perkins Company

Wholesale Only
Newark, New York.

ized directory service has also grown; and, as this phase of the publishing business expands, so opportunities increase for the unscrupulous promoter to vend his wares. The need of protection for the business man, his firm, legitimate directory publishers and the general public is apparent.

The National Better Business Bureau and its 41 affiliated local bureaus as well as 56 directory publishers represented in the Association of North American Directory Publishers stand as a protective barrier.

Perhaps the best known, is that type which trades on the name of a well-known city directory. One man who operated in this fashion was subsequently arrested in St. Louis through the co-operation of the National and local Bureaus, for passing worthless checks. This individual had hired an office and installed a battery of telephones with operators who successfully called up business firms in that city and requested listings in the new "city directory." Unless the person or firm solicited investigated, he assumed solicitation to be from the regular city directory. Other solicitors represent that space which they offer is for well known and legitimate publications.

The operations of an organization occasioned many complaints to the National Bureau from business firms and individuals who had signed what they thought was a request for information in a free listing, only to learn later that they had signed a contract. Very profitably, the National Bu-

reau's advice to Read Before You Sign might have been applied here for the blank which the complainants signed carried the contract in very fine print in an upper right hand box of the letterhead, balancing a cut of the directory which appeared in the upper left hand corner. Under the terms of this contract, the signer had agreed to pay \$50 per year for two years for space in the directory.

Arkansas Nurseries—The number of Nurserymen in Arkansas has increased from 28 in 1917 to 81 in 1927, an increase of almost 300 per cent in 10 years. There are six Nurseries devoted entirely to the growing of grape roots and five to the production of ornamentals.

Arkansas Nurseries range in size from 100 acres down. They are well distributed throughout the state with the exception of the southeastern part, the distribution roughly corresponding to the location of the various fruit growing districts. In South Arkansas the Nurseries grow mostly peach trees; in the Crowley Ridge territory, peaches and grapes, between Little Rock and Fort Smith, peaches and Campbell's Early grapes; in northwest Arkansas, apples and Concord grapes, and along the Missouri and North Arkansas and the White River branch of the Missouri Pacific a general line of fruits. Around Little Rock and Fort Smith the Nurseries grow ornamentals extensively.

AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE
AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

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SUBSCRIPTION RATES

One Year, in advance	-	-	-	\$2.50
To Foreign Countries and Canada	-	-	-	3.00
Single Copies	-	-	-	.20

ADVERTISING RATE, Per Inch.....\$2.50

Advertisements should reach this office by the 8th and 25th of the month previous to the date of publication.

If proof of advertisement is desired, time should be allowed for round trip transmission.

ROCHESTER, N. Y., JANUARY 1, 1928

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalism."—John Watson.

IMPORTANCE OF THE TRADE PRESS

In a recent address to men connected with the press, President Coolidge said:

"Whatever has to do with the collection and transmission of information to the public is of the highest importance. It is gratifying to know that this great service to America is in the hands of men of ability and patriotism.

"There is a universal desire to serve the public in this capacity, not only interestingly, but candidly and helpfully. The fundamental institutions of our government scarcely ever fail to receive cordial support. The moral standards of society are strengthened and the intellectual vigor of the nation is increased and quickened by your constant efforts.

"The press is also an important factor in the commercial and industrial development of our country. It carries an amount of scientific information which stimulates both the production and consumption of all kinds of commodities.

"This service is always on the constructive side of affairs, encouraging men to think better, to do better and to live better. Reaching through it all, there is every assurance that today is better than yesterday, that tomorrow will be a better day than today and that faith is justified."

The "American Nurseryman" is highly indorsed individually and collectively by the American Association of Nurserymen and by more than a score of district and state trade associations in the United States and Canada.

The Mirror of the Trade

FOR A JUNE CONVENTION PARTY

The making up of a party of Nurserymen in the East to attend the Denver convention next June is in contemplation. It is proposed to start with special Pullmans out of Boston to pick up Nurserymen at New England points and those in New York City and New York State points en route, joining in Rochester or at some other junction with Pullmans from Philadelphia territory and the Middle Atlantic States. Sufficient coaches to make up a special train might be necessary as Lake County and other Ohio points are reached. The Southern and Central States delegations which could join the party in Chicago, it would seem, would certainly extend the required facilities to solid train proportions.

It has been suggested that the special train, duly provisioned and appropriately placarded, could be run to Omaha or Kansas City, via Shenandoah, Ia., where a stop-over could be made to enjoy the hospitality and inspect the broad acres and fine equipment of this nationally renowned Nursery center. Missouri, Kansas and Nebraska Nurserymen could fill out the quota of what might well prove to be the record pilgrimage to an American Nursery Trade Convention.

Secretary Sizemore says there are indications that the Denver 1928 convention will exceed in point of attendance any of its predecessors. The Southwest and the Pacific Coast are expected to be represented by the largest delegations ever from those sections.

A notable feature of the 1928 convention trip will be the extension trips. Unusual attractions await the members in this matter. Nearby side trips abound. There is a wide variety of stop-over opportunities, affording views of noted Nursery sections or famous American scenes. The big features after or before the convention, will be the Pacific Coast attractions. Many are planning to go on to the coast buying their tickets through with Denver stop-over privilege. The option is given of returning by a northern, central or southern route, with further opportunity of stop-overs.

The American Nurseryman has published route and rates information in recent issues. Further information will be given in advance of the convention. A warm welcome to Denver and to the Coast has already been extended.

MILLION DOLLARS PER LETTER

In view of the contemplated publicity campaign by the A. A. N., and the selection of an effective slogan, the comment recently by Fred Millis, director of the florists' publicity campaign is of interest:

There are many outstanding things about this national Say it with Flowers campaign than few persons realize.

Do you know that Printers' Ink Weekly says that our slogan is the best selling slogan ever invented? Directing, as I have, the investment of more than \$10,000,000 in advertising during the past 12 months, I feel that I have experience with the yardsticks with which one measures advertising values, and I don't hesitate to state that each of the 16 letters in the immortal four words is worth at least a million dollars to floriculture.

The members of F. T. D. A. will do about \$7,000,000 gross in telegraphing business in 1927. At least 10 per cent of their business goes through John Besemer's books. That means \$700,000 retail business by 3,500 members, who in my opinion do about 40

per cent of the total volume. That means a gross volume of around \$175,000,000 for the year. At a million dollars a letter, or \$16,000,000, we are valuing our Say it with Flowers slogan at 9 per cent of our present annual volume.

Let's look at it another way. There are 125,000,000 people in the United States and 20,000,000 in Canada. It is conservative to state that at least 60 per cent of all the men, women and children, white and black, rich and poor and old, are very conscious of our Say it with Flowers slogan. Go out and make a survey. I have made dozens of them and know what I am talking about when I say that 60 per cent Say it with Flowers. Try it in school rooms in different sections of a city, in small towns and out in the country. Try it with office employees. Try it with the kind of women who work in laundries. Ask your question in a church meeting in your club, among your banker friends. Your experience will verify my statement. And you will agree that I am very conservative with my 60 per cent.

Now put this into mathematics. Sixty per cent of 145,000,000 people is 87,000,000 people. In nine years about a million dollars has been invested in national advertising to put this slogan over. Possibly a million a year has been invested by individual retailers in advertising in which the slogan was reproduced. Since but a small part of that space was actually devoted to the slogan, I believe I am fair in stating that possibly \$4,000,000 has been placed behind the slogan in 9 years in addition to the national \$1,000,000.

This means \$5,000,000 has put our slogan over on 87,000,000 people at a cost of about a nickel a person—a cost of less than a half a cent a year.

You will clear more than a million F. T. D. orders this year. That means you F. T. D. retailers will make at least 15,000,000 sales and that floriculture as a whole will make somewhere around 40,000,000 sales. We make 40,000,000 sales a year to 95,000,000 people.

Do anything that you want to with the figures—this is a sort of guessing contest, and your guess is as good as mine—and the fact still stands out that though we have a slogan that is known by everyone, we have a product that is desired by everyone, we have done advertising that has actually been a very, very profitable investment, we have only scratched the surface.

Half of the \$2,000,000 fund now being raised for renewed advertising had been raised by the florists on Dec. 1.

LIVING CATALOGUE OF TREES

A new scenic feature of United States Highway No. 54, across Missouri, the duplication of the famous Burbank experimental fruit and flower gardens of California at Stark Bros. Nurseries near Louisiana, Mo. Landscape artists have prepared a living catalogue design of the trees, fruit and flowers of the Nursery, to become the most extensive display of its character in the world.

This location will place the Stark-Burbank gardens almost in the geographical center of the country, within easy driving distance of many persons who would not visit the original gardens, located near San Francisco, and seen by comparatively few visitors.

Of this display, E. W. Stark, president of Stark Bros. Nurseries, says:

"Nearly 1,000 new Burbank fruits will be shown under severe test of central western conditions. Hundreds of roses, flowers and vegetables, never before offered publicly, will be shown. More than 900 varieties of fruit, fostered or originated by breeders and horticulturists, will be brought together.

"In addition to new fruits, every known

shrub and shade tree of value to planters will be shown in the completed horticultural gardens. We hope not only to have a complete horticultural laboratory, but also to erect to Burbank a living catalogue of plant life on the American continent. These gardens will preserve present varieties and provide tests for the origination of new ones."

REFORESTATION BENEFITS

Readers of *American Nurseryman* have been kept in touch with activity in behalf of reforestation. We have long been of the opinion that the subject is of much importance to Nurserymen, because of the encroachments on the interests of commercial Nurseries resulting from improper distribution of state-grown trees in many cases. Leaders in the Nursery trade are now aroused by flagrant ethical violations, and the matter is being discussed in trade association assemblies.

Nurserymen are heartily in favor of legitimate reforestation, the advantages and direct financial benefits of which were outlined recently by George A. Lawyer, managing director of the New York Development Association. As showing what may be done with waste land he says:

In France, 11,000 towns or communities own and operate 5,000,000 acres of forest lands. In Orson, Sweden, the people are tax free; street car service, telephones, libraries, and schools are maintained from the income of a municipal forest.

At East Bridgewater, Mass., in the early seventies, a young man planted a tract of slightly less than 12 acres of pine trees. In 1921, after about 50 years, the lumber was sold on the stump for \$10.25 per cord, yielding 589 cords, thus producing a little more than \$500 per acre.

It is not necessary, however, to wait so long before obtaining an income from a forest plantation. In about 8 years the plantation may be thinned by cutting every other tree, which may be sold as Christmas trees. At the end of from 20 to 30 years (depending upon the soil, etc.) a further thinning can be made for pulpwood or posts at a good profit. New young trees should be planted to replace those removed so that the areas will be perpetually productive. At the end of 45 years (in the case of spruce) a further harvest may be made that will produce \$300 or more per acre.

Municipalities may buy plenty of waste land at \$2 to \$8 per acre, acquire land reverting from non-payment of taxes, and obtain the trees from the state free. Owners of waste land may buy the trees from the State Conservation Commission at from \$2 to \$4 per thousand—enough to plant an acre. It will require from a day to a day and a half for one man to plant an acre. No other manner of safe investment will yield so large a return. Ten dollars in a savings bank at 4% interest compounded semi-annually will amount to only \$48.75 in 40 years.

Ozarkansas Nursery Co., Dyer and Bate-man, has begun Nursery business near Cotter, Ark., specializing in grape vines.

Nature's Landscape Lessons

Too many persons in other sections of the United States rate New York as the Empire State on the basis of its industrial and commercial prestige, overlooking the fact that New York's recreational possibilities are fully equal to those of irade, says George A. Lawyer, New York Development Association. Begin at the thundering, awe-inspiring cataract of Niagara, on the west, travel along the sandy beaches of glistening Lake Ontario; thread the intricate channels of the Thousand Islands where the Stars and Stripes and the Union Jack wave you a joint welcome to the "Venice of America"; follow the banks of the majestic St. Lawrence with its turbulent, untamed rapids, until you come to the foothills of the Adirondacks, the most rugged and picturesque mountains east of the Rockies; climb their well-beaten trails or follow the state highways to the world-renowned health resort of Saranac Lake, to Lake Placid—or to a dozen gems of God's handiwork; wend your way down through Ausable Chasm, the Grand Canyon of the East, to historic Lake Champlain, past Ticonderoga, Lake George—the "Last-of-the-Mohican country"; cross the Central Adirondack region by the Fulton Chain of Lakes; roll along the glorious, historic Mohawk Trail and Cherry Valley Turnpike back to the Hudson River with its Palisades and its rock-hewn Storm King Highway; cross the Catskills where the bewitching charm of Washington Irving still lingers; take the Liberty Highway to Watkins Glen and the Finger Lake region and back toward Niagara again. When you have done that you will have covered a greater variety of scenery and a greater number of spots of historic interest where burn forever the fires of American patriotism than can be found in a like distance in any region that the sun shines upon. Every mile of the way is made beautiful by its forests and lakes and rivers. Its beauty may be maintained only by the protection of its growing trees and its charm and usefulness and value may be enhanced only by planting more trees—a well-planned, carefully executed program of reforestation.

The reforestation of idle waste land will have a direct relation to the preservation and protection of wild life. If no fish were caught and no game were hunted, we would still experience a growing scarcity of fish and game due to the loss of our forests which provide cover and food for fur and feathered game animals and serve to regulate the flow of streams.

The people of Nokomis, Ill., have given 11 acres to the Nokomis Floral Products Co. for a Nursery. While the nursery stock is growing the company will produce rose plants to supply the rose gardens of Pana, Ill.

Nursery Trade Bulletin

Denver to Be Host to Many—More than 100 conventions are booked for Denver, Colo., in 1928. Prominent among them is the June convention of the American Association of Nurserymen.

New Jersey Association—Through error it was announced that the winter meeting of the New Jersey Nurserymen's Association would be held Jan. 11. Secretary J. M. Marseille says the date has not yet been fixed.

Oklahoma Nurseries—There are 112 Nurseries in Oklahoma occupying 1630 acres, employing 256 persons and growing: Apple trees, 4,982,800; peach trees, 654,300; plum trees, 61,100; cherry trees, 110,700; apricot trees, 12,500; pecan trees, 69,500; shade trees, 529,400; evergreen trees, 252,800; grape vines, 666,400; rose bushes, 185,100; hedge plants, 1,264,700; miscellaneous, 923,800.

Kind of Nursery Stock for Wood Lot—The best crop trees of the farm woodlot in New York State are red oak, white ash, basswood, hard maple, and black cherry. Any farmer who has those trees predominating may be assured that his woodlot is laying on wood at a rapid rate and producing material of high merchantable value, says J. A. Cope of the forestry department at Cornell University.

Milwaukee State Nurseries—Milwaukee Conservation Commission plans to increase the capacity of the state Nursery to 10,000,000 trees within three years by doubling its capacity each year until 1920, and to increase to 20,000,000 as soon as possible to establish a second Nursery farther south, in the latitude of Juneau county; also a Nursery for deciduous trees, especially oak, maple, ash, birch, hickory and walnut.

Corn Borer Parasites—In the fight waged against the European corn borer, scientists of the United States Department of Agriculture have sought far and wide for parasites which would not harm crops or animals in the United States, but which would prey on the corn borer and reduce the numbers of the pest. A dozen species in all have been imported and liberated to the extent of 2,000,000 parasites in the borer-infested regions. Individuals of six of these species have been recovered later, indicating that the species had become established. It is not expected that the parasites will come anywhere near providing a complete control of the borer, at least not for several years.

County-wide Nursery Trade Results—A despatch from Palsetine, Tex., announces: As the local phase of the home orchard campaign of the East Texas Chamber of Commerce and the extension service of Texas A. & M. College, Anderson County has been intensively organized, and those directing the campaign express the hope that 1928 will see two acres of orchard on every farm in the county.

Workers conducting the campaign will hold meetings in fifty-two communities of the county, first explaining the campaign and its objects to the school and later working among the adults. In addition to this, letters have been mailed to 3,000 farmers.

A Newark, N. Y., Drama—The holiday greeting of the J & P. Co., Newark, N. Y., represents Jack, armed with a new axe, cutting down a fine Christmas tree which is toppling to the ground just as Perk rushes up and shouts:

"What's the idea? We handle live stock; we are not embalmers. Why not sell 'em the whole tree, root and all."

Jack: "But this tree is for our own office."

Perk: "Worse yet. We should set the example."

Jack: "That's all right, too. But I wanted to prove that if people must cut down trees for Christmas use, they can get so much finer results with the Preferred Stock."

Perk: "Well, it's done now; so we'll look at it that way."

CAN RAISE A TOWN FROM THE DEAD

That President Paul C. Lindley of Lindley Nurseries, Pomona, N. C., is extending to the advancement of his town the outstanding progressiveness of his busy business career and is the man for the place is shown by the following sentiment at holiday time and on the eve of a new year:

If you want to work in the kind of a town,

Like the kind of a town you like,
You needn't slip your clothes in a grip

And start on a long, long hike.

You'll only find what you left behind,

For there's nothing that's really new;

It's a knock at yourself when you knock your town;

It isn't your town—it's YOU.

Real towns aren't made by men afraid,

Lest somebody else go ahead;

When everyone works and nobody shirks

You can raise a town from the dead.

PAUL C. LINDLEY,
President Greensboro Chamber of Commerce.

REFORESTATION

Seedling Hickory \$1 per M

Says Fred B. Merrill, state forester of Kentucky:

Black walnuts are propagated either by planting the nuts about two inches under ground in late fall or early winter or by planting one year old seedlings. While nut planting is cheaper the use of one year seedlings is apt to produce a more uniform and generally a more satisfactory stand especially where hogs or rodent pests are present, or where there is competition with weeds or grass. The seedlings may be secured either by planting the nuts in beds or they may be purchased at \$1.00 per hundred from the Kentucky Forest Service, Frankfort, Kentucky. These seedlings are from 12 to 16 inches tall and may be planted when the soil is workable between November 30 and April 1.

"Planting black walnuts is a simple process with success assured, provided that one condition is observed. This condition is that the tree be planted only in good agricultural soil. This might preclude the planting of the tree were it not for the fact that the walnut is a thin foliaged, light demanding tree which permits blue grass and some crops to grow close to its trunk. Therefore, for planting along fence lines, small streams and highways the tree is desirable. Also, in rich pasture the trees thrive provided that no grazing be permitted while the trees are small."

In an action to recover \$580.31 for Nursery stock ordered and delivered, Alfred A. Lessard, Fitchbury, Mass., was placed by

the district court on one year's probation. The complainant was Frank L. Thomas, of the Pequod Nursery Co., Yalesville, Conn.

Giving Away Nursery Plants—A recent despatch from St. Augustine, Fla., says: There is a reserve of growing plants in the municipal Nurseries, which will be ready to give away in about ten days. It was announced from the city hall this morning, for the benefit of those who were disappointed at not getting a share of garden plants at the distribution yesterday. City Manager Masters says there will be at least two more distributions, and that he is sure everyone will be taken care of.

"City officials are much pleased over the interest taken in home beautification, and the desire to develop gardens and floral settings for dwellings. City Manager Masters says that this winter and next spring should see St. Augustine one huge flower garden, and the city officials are doing their part towards achieving this end."

Million More Trees—A million more trees for the United States Nursery at Monument, Colo., will be requested by the Denver Chamber of Commerce through Colorado congressmen. The step is in connection with the reforestation program for the 55,000 acre Platte River watershed. The additional allotment of trees will cost approximately \$10,000.

Growing Cherries for the Freezer—This will be the subject of a talk by H. B. Tukey, horticulturist at the Experiment Station at Geneva, at the meeting of the State Horticultural Society in Rochester next month. Interest in preserving cherries by freezing has been increasing among New York cherry owners who are finding certain advantages in marketing their crop in this manner.

TRANSPORTATION

Railway Mail Transportation

A 40 per cent increase in the rates for the transportation of United States mail by trunk line railroads is asked in a brief filed with the Interstate Commerce Commission by the railway mail pay committee, representing all the Class 1 railroads and some of the smaller lines.

The railway brief points out that postal receipts, described as "a fair indication of the volume of mail matter handled," which in 1917 were \$329,726,116, and in 1919 were \$364,847,126, grew in 1926 to \$659,819,801. During the same period payments to the railroads, which were \$74,165,246 in 1917, and \$84,301,061 in 1919, increased in 1926 to but \$96,326,466.

"The volume of mail carried has increased 100 per cent, for which the railroads have received no substantial compensation," the brief says. "Rates on all descriptions of traffic have since been substantially increased, while those paid for the mail have remained unchanged."

Carmen A. Walton is manager of the Conroe, Tex., wholesale Nursery plant of the Texas Nursery Co., Houston, Tex., Edward Teas owner. A 14-page price list has just been issued.

When writing to advertisers just mention American Nurseryman.

Fredonia Grown and Fredonia Grown

GRAPE VINES

Currants, Gooseberries
Raspberry Tips,
Blackberries

In all grades and varieties. Let us have your list of wants. We can quote attractive prices.

Forty-two years experience in Growing Nursery Stock

Foster Nursery Co., Inc.
FREDONIA, N. Y.

We Will Mail

TRADE CIRCULARS
PRINTED MATTER

Addressed to

"AMERICAN NURSERYMAN" LISTS

Your Mailing Problem Solved

The AMERICAN NURSERYMAN mailing lists are declared to be the most accurate in existence—the result of years of compilation and hourly revision to keep them up to date. Directory lists are necessarily incomplete and out of date. They are postage-killers.

A SUPERIOR DIRECTORY SERVICE

Send us your Trade Circulars, Price Lists, Bulletins, etc., for mailing out to our comprehensive lists of Nurserymen of U. S. and Canada, in any lots from 1,000 to 5291 in certain states or sections if desired, at following rates:

	Per M
Lists rental	\$4.00
Addressing	3.50
Folding per fold75
Stamping	1.00
Mailing	2.00

\$11.25

Matter may be sent to us folded; Government stamped envelopes may be used; thus eliminating folding and stamping costs at this end.

Exclusive, Comprehensive Lists. Time-Saving. Your Mailing Problem Solved.

AMERICAN FRUITS PUB'G. CO.
P. O. Box 124 Rochester, N. Y.

HARRY W. JOINER

Perry, Ohio

[LAKE COUNTY]

I have in surplus for Fall, 1927, or Spring, 1928, the following items in well finished stock:

10,000 Berberis thunbergii
50,000 California Privet
10,000 Spirea Anthony Waterer
10,000 Spirea froebell
20,000 Spirea Vanhoutte
5,000 Pear, Standard
20,000 Silver Maple

GRAPE VINES

(Our Specialty)

20,000 Agawam
10,000 Catawba
10,000 Brighton
2,000 Diamond
10,000 Delaware
60,000 Concord
20,000 Moore's Early
20,000 Niagara
5,000 Salem
20,000 Worden

The above offered items represent our surplus which we are willing to move at prices which might interest you. This is all well-grown stock, graded to the highest standard and we guarantee condition of same on arrival. Send us your inquiries and we will tell you what we can do for you.

The Westminster Nursery

J. E. Stoner, Proprietor

WESTMINSTER, MARYLAND

Offers in quantities California Privet 1 and 2 yr.; Rhubarb, 1 and 2 yr.; Asparagus, Washington varieties, 1 and 2 yr.; and a fine assortment of Shrubbery, Vines and light grade Evergreens, etc.

Send us your want list. Our prices will be attractive.

HARDY PLANTS

TREE SEEDS

LILY BULBS

Catalogue on Application.

The CHUGAI SHOKUBUTSU YEN
Yamamoto, Kawabegun, nr. Kobe, Japan



2 YEAR APPLE

Are none too plentiful.
Write us for prices on

Delicious
Jonathan
Rainier
Spitz
Wealthy
Winesap,
etc.

Washington Nursery Co.
TOPPENISH, WASH.

EVERGREENS

400,000 in all sizes from liners to finished plants up to 6 and 8 ft. Fine stock of Arborvitae, Cedrus Deodara and Atlantica, Red Cedars, Cypress, Junipers, Wax Ligustrums, Cherry Laurel, etc. Also Chinese Elms and other shade, shrubs. Special prices on car lots.

Wholesale catalogue ready.

Baker Bros. Nursery
FT. WORTH, TEXAS

A DEPENDABLE DIGGER

at a reasonable price

Write for a descriptive
circular and prices

"Yours for growing satisfaction"

NEOSHO NURSERIES, Neosho, Missouri

BUCKWHEAT HULLS
"Light as Snowflakes" Mulch

Will give you as
Warmth with sufficient ventilation, Ease
and cheapness in applying. Greatest coverage per dollar. Best winter protection.
Folder and prices upon request.

DAYTON MILLING CO.

825 Main Street Towanda, Pa.

DIRECTORY OF NURSERY TRADE ASSOCIATIONS OF AMERICA

American Association of Nurserymen—Charles Sisemore, secy., Louisiana, Mo.; June 20-22, 1928, Denver, Colo.

Alabama Nurserymen's Association—Dr. F. T. Nye, Secy., Irvington.

Arkansas Nurserymen's Ass'n.—J. E. Britt, Secy., Bentonville.

California Assn. of Nurserymen—Mrs. H. W. King, Sec'y., 487 Chamber Commerce Bldg., Los Angeles, Cal.

Connecticut Nurserymen's Association—A. E. St. John, Sec'y., Manchester, Jan. 1928, Hotel Bond, Hartford.

Eastern Canada Nurserymen's Association—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.

Eastern Nurserymen's Association—Fred Worsinger, Sec'y., Tacony, Pa. Jan. 11, 1928, Stacy-Trent Hotel, Trenton, N. J.

Fruit and Flower Club of Western New York—L. H. Sweet, Chase Nurs., Rochester, N. Y.

Illinois Nurserymen's Association—N. E. Averill, secy., Dundee, Ill., Jan. 18-20, 1928, Hotel Sherman, Chicago.

Iowa Nurserymen's Association—R. S. Herrick, secy., State House, Des Moines, Ia.

Kansas Nurserymen's Association—James N. Farley, Sec'y., Topeka.

Kentucky Nurserymen's Association—Alvin Kidwell, Secy., St. Matthews, Jan. 21, 1928, Lexington.

Massachusetts Nurserymen's Association—Whitthorpe H. Thurlow, secy., West Newbury, Jan. 1928, Boston.

Michigan Association of Nurserymen—C. A. Krill, secy., Kalamazoo, Feb. 15-16, Detroit.

Minnesota Nurserymen's Association—W. T. Cowperthwaite, Secy., 20 W. Fifth St., St. Paul.

Missouri Nurserymen's Association—George H. Johnston, secy., Kansas City Nurs., Kansas City, Mo., Jan. 25-26, 1928, Hotel President, Kansas City, Mo.

Nebraska Nurserymen's Association—Ernst Herminghaus, Secy., Lincoln, 1st week Jan. 1928, Lincoln.

New England Nurserymen's Association—W. N. Craig, Sec'y., Weymouth, Mass. Jan. 1928, Hotel Bellevue, Boston, Mass.

New Jersey Association of Nurserymen—John Marselle, secy., Wyckoff, N. J. Jan. 1928, Stacy-Trent Hotel, Trenton, N. J.

New York Nurserymen's Association—Charles J. Maloy, Sec'y., Rochester, N. Y.; Jan. 11-12, Hotel Seneca, Rochester, N. Y.

Northern Retail Nurserymen's Association—C. H. Andrews, secy., Faribault, Minn.

Ohio Nurserymen's Association—Howard N. Scarff, secy., New Carlisle, O.

Oklahoma Nurserymen's Association—W. E. Rey, secy., Oklahoma City, Jan. 1928 Oklahoma City.

Pacific Coast Association of Nurserymen—C. A. Tonneson, secy., Burton, Wash. 1928 convention, Seattle, Wash.

Pennsylvania Association of Nurserymen—Floyd S. Platt, secy., Morrisville, Pa., Jan. 11, 1928, Stacy-Trent Hotel, Trenton, N. J.

Rocky Mountain Nurserymen's Assn.—S. W. Marshall, Sec'y., 3045 W. 36th Ave., Denver, Colo.

Rhode Island Nurserymen's Association—Herman Dolbeck, Secy., Woonsocket, Feb. 15, 1928, Providence.

Rio Grande Valley Nurserymen's Assn.—H. L. Bonnycastle, secy., Mercedes, Tex.

South Dakota State Nurserymen's Association—J. B. Taylor, sec'y., Ipswich.

Southeastern Nurserymen's Ass'n.—Otto Buseck, Sec'y., Asheville, N. C.

Southeastern Pecan Nurserymen's Ass'n.—F. A. Mahan, Pres., Monticello, Fla.

Southern Alabama Nurserymen's Ass'n.—W. H. Pollock, Sec'y., Irvington, Jan. 4, 1928, Cawthorn Hotel, Mobile.

Southern Nurserymen's Association—W. C. Daniels, Sec'y., Pomona, N. C., Sept. 19-20, 1928, Memphis, Tenn.

South Texas Nurserymen's Assn.—W. R. McDaniel, Sec'y., Alvin, Tex.

Southwestern Nurserymen's Association—Thomas B. Foster, Sec'y., Denton, Tex., Sept. 19-20, 1928, Memphis, Tenn.

Tennessee Nurserymen's Association—Prof. G. M. Bentley, secy., Knoxville, Tenn., Jan. 19, 1928, Read House, Chattanooga.

Western Association of Nurserymen—George W. Holsinger, secy., Rosedale, Kan. Jan. 25-26, 1928, Hotel President, Kansas City, Mo.

Western Canada Nurserymen's Association—T. A. Torgeson, Sec'y., Estevan, Sask., Jan. 17, 1928, date subject to change.

BOXWOOD

Young's Boxwood and Evergreens

FOR LINING OUT

My service and stock will please you.

Write for Wholesale Trade List

ROBERT C. YOUNG

Wholesale Nurseryman

GREENSBORO

NORTH CAROLINA

Broadleaf and Coniferous EVERGREENS

English Laurel, Japanese Ligustrum, Gardenias, Aucuba Japonica, Biota, Retinosporus, Thuja.

Price list on request.

Audubon Nursery

H. VERZAAL, General Manager

Wilmington, N. C. P. O. Box 275



MAKE NO MISTAKE
Use Perfection Markers
Galvanized iron, black
baked enamel glass
front, card about 2x4
inches; stake 28 in. long.
Lasts ten times longer
than wood, and more
satisfactory.
Manufactured by
THE S-W SUPPLY CO.
Girard, Kansas.

PIN OAK SEEDLINGS

I will have Pin Oak Seedlings in grades 12 to 18 and 18 to 24 inches.

Send me your orders early.

ARTHUR L. NORTON

NURSERYMAN.

CLARKSVILLE, MO.

OLD DOMINION NURSERIES

We offer for Fall, 1927:
Peach Trees; Amour River (North) and California Privet; Catalpa Bungei; Silver Maples; Lombardy Poplars; Evergreens; Azaleas—Crape Myrtle. We also offer a good stock of Extra Well Rooted Evergreens from beds for lining out purposes.
W. T. HOOD & CO., Richmond, Virginia
Send for our Wholesale lists.

AMERICAN NURSERYMAN, Chief Exponent, twice a month \$2.50 per year. Three years, \$6. Canada, abroad, 50c extra per year.

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Established 1887

Large assortment general Line

Nursery Stock

FOREST TREES, SHADE TREES
SHRUBS, VINES, EVERGREENS

OUR USUAL LINE. Write for Trade List

WE would like to serve YOU

SPIREA VANHOUTTE

2-5 ft., 3-4 ft., and 4-5 ft. in quantities.

HYDRANGEA ARBORESCENS

18-24 in. and 2-3 ft.

HYDRANGEA PAN. GRAND.

18-24 in. and 2-3 ft.

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PRIVET, and all other SHRUBS in a good

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6-8 ft. and 8-10 ft.

FRUIT TREES, GRAPE VINES, and

SMALL FRUIT PLANTS

"WEST has the BEST"

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Hedging Suffruticosa and

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Apples, Figs, Altheas, Butterfly Bush, California Privet, Crape Myrtle, Coral Berry, Deutzias, Forsythias, Loniceras, Philadelphus, Pussy Willows, Spiraea, Weigelas, Climbing Roses, Carolina, Norway and Lombardy Poplars, Silver Maples and Tulip Trees.

Send us your want lists.

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Box 442, Norfolk, Va.

EVERGREENS FOR LANDSCAPE WORK

Black Hills Spruce 3 to 16 ft.
Colorado Blue Spruce, shiners 3 to 18 ft.
Colorado Green Spruce 3 to 15 ft.
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Concolor Fir 10 to 25 ft.
Norway Spruce 3 to 20 ft.
Scotch and White Pine 4 to 20 ft.

Over 2500 guaranteed specimen trees.
Priced to sell. Write for prices.

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Established in 1908

Owners of the \$5,000 Mahan Pecan Tree purchased at Kosciusko, Miss. Twice winners of the World-wide contest for the best quality pecan in the World. Only takes 33 nuts to the pound.

Over 300 acres in Nursery stock.

Wholesale growers of pecan trees, over 400,000 pecan trees of all standard varieties for market this fall. Also about 500,000 Owarl Satsuma orange trees.

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STANDARD OF EXCELLENCE

May we send you our new spring catalogue which will be ready in February?

PRINCETON NURSERIES

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PRINCETON, NEW JERSEY

CLOSING TIME:

FOR TRADE
ADVERTISEMENTS

AMERICAN NURSERYMAN—Semi-Monthly

1st of Month Issue.

First Forms: - 23rd each month

Last Forms: - 25th each month

15th of Month Issue

First Forms: - 8th each month

Last Forms: - 10th each month

If proofs are wanted, copy should be in hand previous to above dates.

American Fruits Pub'g Co., P. O. Box 124, Rochester, N. Y.

THIS PAGE PRESENTS

American Nurseryman Directory of American Plant Propagators

**Listing Nursery Concerns Which Specialize in Production of Young Stock
Including That Which Has Heretofore Been Imported**

The American Plant Propagators' Association, Organized in 1919, Will Hold its Tenth Annual Meeting
in Denver, Colo., June, 1928. E. M. Jenkins, Winona, Ohio, Secretary.

TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY. EACH BLOCK \$5.00 PER MONTH UNDER YEARLY
CONTRACT, INCLUDING PUBLICATION TWICE A MONTH, ON THE 1ST AND 15TH

HILL'S EVERGREENS FOR LINING OUT

Complete assortment of Evergreens including Firs, Junipers, Spruces, Pines, Yews, Arbor Vitae, Cedrus, Taxus, Biotas. Your patronage is appreciated.

Write for Wholesale Trade List

D. Hill Nursery Company

Evergreen Specialists
Largest Growers in America
Box 402 Dundee, Ill.

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Headquarters for
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Large Assortment

WELL GROWN—NONE BETTER

See Our Lists Before Buying

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NEW PRICE LIST

of
HEMLOCK
ARBOR VITAE
NORWAY SPRUCE
SCOTCH PINE
BALSAM
CANOE BIRCH
SUGAR MAPLE
and other Evergreens, Shade Trees,
Shrubs, Ferns, and Perennials.

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PUTNEY, VERMONT

WE HAVE THEM You May Want Some

Norway, Sycamore and Silver
Maples; Pin, Red, Mossy Cup,
Catesbaei and Willow Oaks.

Butterfly Bush, Dogwoods, Deut-
zias, Forsythia, Spireas, etc.

Our Trade List is ready.
Get next to one.

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2-year Strong Vines
CONCORDS and MOORES EARLY
for delivery Spring 1928.

Correspondence solicited.

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CHAS. M. PETERS, Proprietor

Franklin Forestry Co.

Nurseries at

COLRAIN and SUDBURY, MASS.

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CONTRACT FOREST PLANTING

Send for our catalogue

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EVERGREENS MILLIONS OF THEM

Seedlings—Transplants—Cuttings
Grown under glass

Also Apple Trees, Shade Trees,
Hedgeplants, Shrubs, Vines, Peony.

Send for our latest Bulletin

Sherman Nursery Co.

The largest growers of Evergreens
in the world
Charles City, Iowa

Scotch Grove Nursery Growers of EVERGREENS

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Lining Out

GOOD ASSORTMENT
STANDARD SORTS

Price List on Request—Established 1871
SCOTCH GROVE, IOWA

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Deciduous & Evergreen LINING OUT STOCK

Seedlings & Transplants

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AZALEAS (Evergreen and Deciduous.)
FLOWERING SHRUBS,
VINES and CLIMBERS

We produce the greatest variety of
Herbaceous Plants and Field Grown
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CUTTINGS

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Send for our complete list.

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LINING OUT STOCK For Spring 1928

Largest and most complete stock
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Drive in and see our stock. Would
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our grounds.

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Cultra Bros., Mgrs., Onarga, Illinois

American Fruit Tree Seedlings that
never miss. Only seedlings with sus-
tained quality. Many large Nursermen
that have tried them, are adopting them.

We offer for next winter's delivery:

Branched Root Apple Seedlings.
Mazzard, Mahaleb, P. Calleryann.
Pr. Myrobalan, Catalpa Speciosa,
Ulmus Parvifolia, R. Multiflora Jap.

Large Stock Flowering Trees and Shrubs

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Juniper	Azaleas
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Taxus	Viburnums
Arbor Vitae	Cornus
Red Elder	Rhus

L. E. WILLIAMS NURSERY CO.
Exeter, N. H.

"Hardy New England Grown"

American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock,
Including That Which Has Heretofore Been Imported

Norway Spruce

FOR
LINING
OUT

Northern grown—well rooted—good stock.
Unusual values

Quality	Height	100	1000
3 times transplanted	18 to 24 ins.	\$40.00	\$350.00
3 times transplanted	12 to 18 ins.	30.00	250.00
Twice transplanted	18 to 24 ins.	25.00	200.00
Twice transplanted	12 to 18 ins.	15.00	125.00
Twice transplanted	8 to 12 ins.	10.00	90.00
Once transplanted	12 to 18 ins.	9.00	75.00
Once transplanted	8 to 12 ins.	7.50	60.00
Seedlings	3 to 6 ins.	2.00	10.00

Prices f. o. b. Framingham, Mass.
Packing charged at cost.

ADDRESS BOX N-1



American Pomological Society

American Pomological Society and Kentucky Horticultural Society last month met in joint session in Louisville, Ky. A resolution was passed petitioning Congress to give greater attention to the problem of agriculture and to pass such enabling legislation as would bring about necessary economic readjustments and encourage the development of improved marketing methods. The resolution contended that fruit growers and farmers had been placed in a serious economic disadvantage as a result of the government policy which has brought about an unequal distribution of the national income.

The president of the society was asked to appoint a special committee to promote the placing of a tariff on bananas in another resolution. The resolution expressed the opinion that prices of fruit to the consumer should not be raised, but that the American people should be encouraged to use more home-grown fruit and less bananas. The "Apples for Health" movement was endorsed in a resolution and fruit growers were urged to support it.

Roy Marshall, horticulturist of the Michigan Agricultural College, discussed "Culling out the Unprofitable Apple Orchards." He declared there was no reason to expect the price of apples to change materially in five years to come, over what they have been in the past five years. He held that those with unprofitable orchards had but two ways out, either through cutting cost of production or quitting the business.

Officers were re-elected: President, Ralph W. Rees, Rochester, N. Y.; and the vice-presidents. Following is the executive committee: C. A. Bingham, Cleveland; W. S. Perrine, Centralia, Ill.; C. W. Clausen, Wenatchie, Wash.; Carl Buskirk, Paw Paw, Mich.; H. D. Simpson, Vincennes, Ind.; Prof. H. B. Tukey, Geneva, N. Y.; A. J. Farley, New Brunswick, N. J.; Prof. S. D. Matthews, West Raleigh, N. C.; Prof. R. A. VanMeter, Amherst, Mass.; Prof. F. A. Motz, Blacksburg, Va.; Prof. N. D. Peacock, Knoxville; and Prof. W. H. Alderman, St. Paul, Minn.

Hungarian Partridges in Nursery—With the exception of a few birds in Cedar Swamp, southeast of Rochester, N. Y., it is believed there are no partridges in Western New York. The New York Conservation Commission recently liberated 25 pairs of Hungarian partridges in Green's Nursery

near Chili Station, a few miles from Rochester. It is hoped that in three or four years partridges will be as plentiful as are pheasants now.

Arkansas Plant Board Advice

Paul R. Miller, chief inspector for the Arkansas Plant Board, discussing delivery of Nursery stock advises planters in his state as follows:

"The most frequent complaint which the board receives is concerning root troubles, which the complainant almost invariably lays at the door of the Nurseryman. It is true that in some cases the Nurseryman has been at fault. In many cases investigated by the board, however, the evidence indicated that the trouble had originated after planting the infection being in the soil originally, and thence transmitted to the trees.

"Clean peach and apple trees planted on land which has grown raspberries or blackberries, either wild or tame, will frequently become infected with crown gall. The same is true of trees planted on an old orchard site, or planted where the drainage comes from an old orchard. Peach trees planted on land which has been used for truck crops, especially Irish or sweet potatoes, are liable to attack from root knot (nematodes).

"The Plant Board inspects all Nurseries in the state twice each year, but sometimes diseased stock gets on the market, due to the oversight of either inspectors or Nurserymen. For this reason, parties buying fruit trees should examine them carefully before planting—especially the roots. In case knots or swellings are found on the roots at this time, or the tree does not appear normal in every particular, the trees should be heeled-out in a damp trench, with the dirt packed tightly around the roots and the Nurserymen notified immediately.

"The time to file a complaint with the Nurseryman is before the trees have been set out, as after the trees have been in the ground for a year or two, it is generally impossible to say whether the disease was brought in from the Nursery or contracted after planting.

"The Plant Board is glad to make inspections of Nursery stock for the purchaser at time of delivery."

George Aiken, Putney, Vt., this season increased his planting of hemlock and maples.



ROSES



Shrubs Cannas

Lining-out Evergreens

Send for Trade-List

The CONARD-PYLE CO.

ROBERT PYLE, Pres. West Grove, Pa.

"More than 28 years' experience"

LET US QUOTE YOU ON

Multiflora Jap. seedlings
Berberis Thunbergii seedlings
Ampelopsis veitchii seedlings and transplants
Hydrangea p. g. 2 yrs. trans., very bushy
Wisteria sin., 1 and 2 yrs. for grafting.
Syringa vulgaris seedlings.

ALL OUR OWN GROWING

We can save you real money whether you need large or small quantities.

BEDFORD HILLS NURSERIES
BEDFORD HILLS, N. Y.

The "Satsuma Festival" at Picayune, Miss., on Armistice Day and the recent shipment of the first carload of Satsumas from Carriere, with the knowledge that several other places in South Mississippi are now shipping this delicious fruit by the carload—all serve to remind the pioneers in the citrus industry of the wisdom shown by Mississippi several years ago in completely eradicating citrus canker, the worst disease of orange trees.

Edward L. Baker, son of President J. B. Baker, has been elected vice-president of Baker Brothers Nurseries, Fort Worth, Tex.

Obituary

Mrs. John C. Chase

Mary L. Chase, wife of John C. Chase, of the Benjamin Chase Co., Derry, N. H., died in Wellesley, Mass., Dec. 7, after several years of ill-health.

The family moved to Derry in 1893 from North Carolina where they went in 1881 from New York City. For many years, until the state of her health prevented, Mrs. Chase was prominent in various activities, church, social and fraternal, and blessed with an attractive personality, was universally liked and esteemed. She was one of the organizers of the Women's club, had served as regent of the Molly Reid Chapter, D. A. R., as Worthy Matron of the Eastern Star, and president of the Ladies' Benevolent Society of the Central Congregational church, of which she was a member. In the work of the society she took a great interest, and quite recently a tribute to the service she rendered was dedicated at the church parlors.

Of late she had spent but little time in Derry, dividing the time between her daughters in Coronado, Calif., and Brookline, Mass., until her last visit to California in 1924. She was the youngest daughter of Samuel and Lydia (Emery) Durgin of West Newbury, Mass. Surviving are her husband, two daughters, Mrs. Raffaele Lorini of Coronado, Calif., and Mrs. Samuel C. Prescott of Brookline, Mass., and three Prescott grandchildren.

"Standardized Plant Names," by Olmsted, Coville and Kelsey, is the standard in this office.

HIGH QUALITY STOCK

All Grown in Beaver County, Pa.

Silver and Norway Maples, Evergreens, Barberry and California Privet, Shrubs, Peaches, Pears and Grapes in standard variety and grade. Prompt service over Pennsylvania Lines. Send for Trade List. Let us quote on your wants.

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NEW GALILEE, PA.

ELM BARGAINS

7000 American White Elm, Nursery Grown

1 1/2 to 1 1/2 inch caliper.

Per 100, \$50; 1000, \$750, f. o. b. Chicago

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"Everything Worth Planting"

Write for our 1927 Short Guide & Price List

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New York City

Established 1878

PEACH PITS

100 BUSHELS OR LESS, 1927 CROP, \$5 PER BU. FIRST CHECK TAKES THEM. SEND 25C FOR SAMPLE IF WANTED. GRAPE VINES, PEACH TREES, LEADING VARIETIES.

H. A. BORLING NURSERIES, Madison, O.

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Choice spaces available. Attractive terms. Write.

Twice a Month Publication at the Single Rate.

Chief Exponent of the Trade—"American Nurseryman".

NEW YORK NURSERYMEN'S ASSOCIATION

C. J. Maloy, Rochester, N. Y., Secy.

Annual convention of the New York State Nurserymen's Association will be held at Hotel Seneca, Rochester, N. Y., Jan. 11-12, under the direction of President D. E. Williams, Newark; Secretary-Treasurer C. J. Maloy, Rochester, and Chairman E. M. Bush and Don Brown of the program and entertainment committees.

At 10 o'clock on Wednesday morning the first session will be held when minutes of the last meeting will be read, a nominating committee will be appointed and reports of the secretary-treasurer and legislation, transportation and membership committees will be made. Formal addresses will include:

"Plans and Accomplishments of the New York State Nursery Investigation," Harold B. Tukey, acting chief in research, New York State Experimental Station, Geneva, N. Y.

"Effect of Different Mediums on the Rooting of Evergreens and Deciduous Cuttings," L. C. Chadwick, New York State Dept. Agriculture, Cornell University, Ithaca, N. Y.

"Courses in Nursery Instruction," Prof. Chester J. Hunn, New York State Dept. Agriculture, Cornell University, Ithaca, N. Y.

Wednesday, January 11—2:00 P. M.

Report of Wholesale Committee.

"Plant Research in Relation to Plant Propagation," Dr. L. O. Kunkel, Boyce-Thompson Institute, Yonkers, N. Y.

"The Problem of Misnamed Trees," Dr. J. K. Shaw, Massachusetts Agricultural College, Amherst, Mass.

Thursday, January 12—10:00 A. M.

Report of Retail Committee.

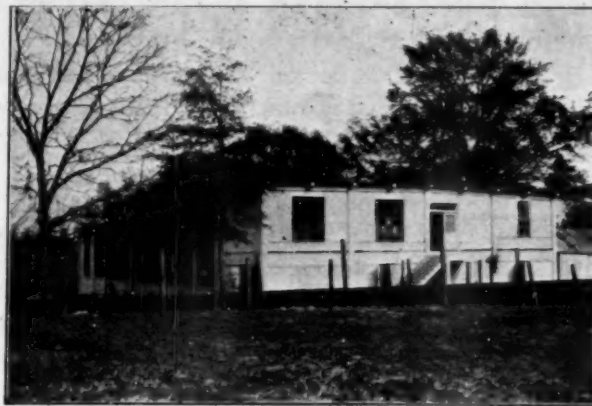
"Where, Why and What to Plant on the Small Homestead," Fletcher Steele, Landscape Architect, Boston, Mass.

"Selling the Idea of Nursery Planting," Wm. M. Mumm, Mumm-Romer-Joycox Advertising Co., Columbus, O.

Time will be allowed by Mr. Mumm for those who wish to ask questions. Members are urged to avail themselves of this opportunity for a general discussion.

Right after the close of the morning ses-

NEW PACKING HOUSE OF SIMPSON NURSERY COMPANY



Expansion of the business of the Simpson Nursery Co., Monticello, Fla., has required increased equipment and the company recently moved into its new packing house and offices. The building is of all steel and reinforced concrete construction with large steel frame windows on two sides. Instead of the open type shed or barn of

the South the building is entirely inclosed to shut out drying wind and the floor is constructed to hold moisture. The offices are upstairs. A spur of the Seaboard Air Line Railway leads to the packing house. The state Nursery inspector pronounces this the best Nursery packing house in Florida.

sion, at 12:30 p. m., a luncheon at the hotel will be served which will take the place of the annual banquet. Good food and entertainment.

Thursday, January 12—10:00 A. M.

"Nursery Activities at the New York State Experimental Station at Geneva, New York," Dr. F. B. Morrison, Director.

"Our Nursery Inspection Problem," B. L. Van Buren, Director, Bureau Plant Industry, Albany, N. Y.

"Plant Hunting in China," Dr. E. H. Wilson, Keeper Arnold Arboretum, Jamaica Plain, Mass.

Report of Nominating Committee. Election of Officers. Unfinished Business. New business.

The association has 82 active members and 15 associate members.

AMERICAN NURSERYMAN should be regularly on your desk. A business aid. Bristling with exclusive trade news. Absolutely independent. NOT OWNED BY NURSERYMEN.

Trade Association Defined—At a recent meeting of the New York Florists Club, Fred Wilkum, secretary of Allied Florists Association of Illinois, said: "A trade association is an organization of producers or distributors of a commodity or service upon a mutual basis, for the purpose of promoting the business of their branch of industry and improving their service to the public through the compilation and distribution of information, the establishment of trade standards and the co-operative handling of problems common to the production or distribution of the commodity or service with which they are concerned."

At the recent meeting of the Portland, Ore., Nurserymen's Club, A. H. Steinmetz was elected president; John Nickelson vice-president; Andrew Sherwood, secretary-treasurer.

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The CASHMAN Trencher and Soil Firmer

Send for our Catalog giving full Description and Particulars.



THE CASHMAN SOIL FIRMER AND TRENCHER

The above illustrations show both machines with one wheel lowered and the other raised for hillside or dead furrow work. By use of the side levers either machine can be run level at all times.

On the Soil Firmer the packer wheels, weighing 500 pounds each, are adjustable on the axle and the space between may be widened or narrowed to suit the occasion. We call attention to the steering lever by which the machine may be guided to either side independent of team; this is done by swinging rear end of tongue controlled by steering lever.

On the Trencher note construction of the shoe, designed to insure a clean, open trench from eight to twelve inches in depth. This shoe has proven to be a success in all kinds of soil.

Manufactured only by CLINTON FALLS NURSERY COMPANY Owatonna, Minnesota

Clean Coast Grown SEEDLINGS

Properly ripened, carefully dug and graded, and packed so they will reach you in first class condition.

APPLE, Malus—Pyrus Malus
PEAR, Chinese—Pyrus Calleryana
" Chinese—Pyrus Ussuriensis
" French—Pyrus Communis
" Japan—Pyrus Serotina
CHERRY, Mazzard—Prunus Avium
" Mahaleb—Prunus Mahaleb
PEACH, from Lovell Seed
PERSIMMON, De Lotus
PLUM, Myrobalan—Prunus Myrobalana
BIRCH, European White—Betula alba
ELM, Chinese—Ulmus pumila
MAPLE, Norway—Acer platanoides
" Sycamore Purple—Acer pseudo-platanus purpurescens

ROOTED SEEDLINGS

QUINCE, Angiers
ROSE, Manetti

Also a very complete line of Fruit Trees, Ornamentals, Roses and Nursery Supplies.

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ORNAMENTAL SHRUBS,
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ARBORVITAE

And other conifers.

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Bolling, Alabama, Dept. B

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" " 6-8 ft.25
" " 5-7 ft.15
Silver Maple, 8-10 ft.60
" " 6-8 ft.35
" " 5-6 ft.20
Catalpa Bungei, 5-6 ft.	1.00
" " 4-5 ft.75
" " 3-4 ft.50
Weeping Willow, 8-10 ft.55
" " 6-8 ft.45

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Rhubarb Horseradish
Strawberry Asparagus
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NURSEYMEN Extra Heavy 3-yr. Asparagus, \$5 M
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—The Strawberry Plant Man—

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PRICED RIGHT PACKED RIGHT

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White Dogwoods
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Mahonia aquifolium

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Weigela rosea
Forsythia viridissima
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Headquarters for
Small Fruit Plants
And Living Out Stock

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Dewberries
Blackberries
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91 leaves, 159 colored illustrations.

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Nurseries**

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POPLAR, LOMBARDY and NORWAY

All sizes from 5 to 6' up to 2" caliper

Catalpa Bungei

Nice smooth bodies with good heads
5 ft. and 6 ft. Stems

Write us for special prices on these.

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ST. JOSEPH, MO.

Northern grown Strawberry, Raspberry, Blackberry and Grape plants.

We pack your retail orders at prices that will make large profits for you.

ESSIG NURSERY

Bridgman, Michigan

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Send for catalog listing Tree, Shrub, Perennial and Evergreen Seed. Collected from all parts of the world.

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Southwestern Association of Nurserymen has 120 members. Under the presidency of Will B. Munson, Denison, Tex., ably assisted by Vice-President Jim Parker, Tecumseh, Okla., and Secretary Thomas B. Foster, Denton, Tex., the association is making progress. The revised constitution and by-laws provide for annual meetings on the third Wednesday and Thursday of September. Membership fee is annually \$3. Application for membership is to be made upon a printed form supplied by the secretary—an excellent idea, since the application on file supplies definite information regarding each member. The position held, the character of the business (wholesale, retail, dealer, etc.) something of the business equipment, references, etc., are to be stated in the printed form. Approval of the application by the five members of the executive committee elects the applicant.

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convention to be held jointly with the Southern Association at Memphis will undoubtedly interest many Nurserymen who are not now members. Under our new constitution they will have to make application several months in advance in order to be eligible to attend as members, as none can now just come to the convention and join as they have heretofore. So be sure to spread this information so none will be disappointed."

Association committees for 1928 are headed as follows: Program, J. B. Baker, Fort Worth, Tex.; local convention arrangements, L. A. Niven, Memphis, Tenn.; transportation, H. E. Hall, Sherman, Tex.; legislation, J. M. Ramsey, Austin, Tex.; Texas root rot, Eugene Howard, Austin, Tex.; code of ethics, George F. Verhalen, Scottsville, Tex.; radio talks, Otto Lang, Dallas, Tex.; biographies, Mrs. L. P. Landrum, Oklahoma City, Okla.

Ohio Horticultural Council—Ohio Nurserymen's Association is one of the Ohio organizations constituting the council. The slogan is "Pulling Together for Ohio Horticulture," the products of which amount to \$80,000,000 annually. Ohio State University, Ohio Experiment Station and Ohio Department of Agriculture are member institutions. A bulletin is issued from time to time. It is a good idea. Other states would do well to consider the plan.

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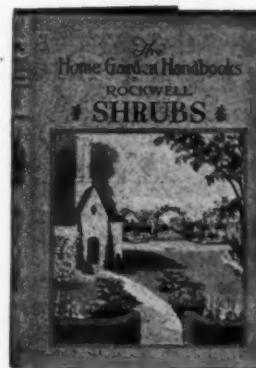
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AMERICAN FRUITS

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Baldwin Apple Not Affected

Remains Unchanged by Environment, Says Fruit Specialist at Geneva, N. Y. Station

Many fruit growers contend that when Baldwin is grown for long periods of time under different conditions new strains of this variety are developed. In 1911, horticulturists at the Experiment Station in Geneva, N. Y. decided to test this theory. Eighty-four Baldwin apple trees were purchased from forty different locations in the United States and were set out on the Station grounds in Geneva to determine whether distinct strains of this variety had developed under widely different environments.

The trees are now in full bearing, and all 84 produce fruit similar in size, color, season, and quality, say the Station fruit specialists in a report on the progress of this experiment.

"While there may be strains of the Baldwin apple in different parts of the United States," says the report, "it seems fairly certain from this experiment that they have not originated necessarily because of differences in environment."

The Prunasimmonia—The fruit of the prunasimmonia tree is little known, but according to J. R. Sullivan, of Spokane, Wash., who has what is believed to be the only specimen in the Northwest growing in his back yard at Hilby, Moran prairies, a few miles from Spokane's business center, is one of the most delectable that has ever been invented.

Most fruits are not invented, but the prunasimmonia was. It is a result of a question in the mind of the late Luther Burbank as to what would happen if a prune tree were crossed with a persimmon. What did happen was a peculiar rough-barked tree with widely splaying branches

like an apricot, bearing a deep red fruit, smooth-skinned and looking for all the world like a tomato. It does not taste like a tomato, though. Underneath its skin is the pleasant tartness of a persimmon and in its rich golden yellow meat the delicious flavor of a glorified prune.

Two Wilder Medalists—The Sheridan grape and the June raspberry, both products of the skill of the fruit breeders at the Experiment Station at Geneva, N. Y., were awarded the much-coveted Wilder medals at the recent meeting of the American Pomological Society in Louisville. "Sheridan is probably the most valuable grape the Experiment Station has sent out and is the only variety that may possibly surpass Concord as a commercial grape," says Dr. U. P. Hedrick. "The June red raspberry is about the earliest of the red raspberries grown on the Station grounds and is notable for its hardness, vigor, high yield and good quality."

Control of Aphis—Fruit growers attending the winter meeting of the State Horticultural Society in Rochester in January will be given an opportunity to gain first-hand information about the experiments made at the Experiment Station in Geneva for the control of aphis and scab in the apple orchard, according to an announcement made by the Station officials. Losses from aphis and scab were unusually severe during the past season and considerable interest has been aroused among fruit men as to effective and economical means of combating these pests. Striking results were obtained in the Station tests where correct sprays and dusts were applied in sufficient quantity and at the proper time.

Harlan P. Kelsey, William Warner Harper and Henry Hicks were among those who attended a dinner at Sherry's, New York City, late last month to consider promotion of a million dollar endowment campaign for Arnold Arboretum.

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The New Year

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Constituting in Reality Monthly National Conventions of the Nurserymen of America—The Forum of the Trade—
Note the Participants—These Contents Headings Preserved in Files of the Journal Constitute a Record
of Important Trade Events—For Ready Reference

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1,000	Caragana arborea 2/3 and 3/4 feet	2,000	Philadelphus lemoinei 1 1/2 and 2/3 feet
3,000	Clethra alnifolia (Heavy) 12/18 and 18/24 inch	000	Potentilla fruticosa 12/18 and 18/24 inch
2,000	Cornus elegantissima 1 1/2 and 2/3 feet	3,000	Prunus (Pink or White Almond) All grades
	Plenty of Cornus sibirica and stolonifera (All grades).	3,000	Prunus Pissardi All grades
1,400	Cornus paniculata 2/3 and 3/4 feet	1,000	Prunus triloba All grades
15,000	Deutzia gracilis (Heavy) All grades	2,000	Rhus typhina laciniata All grades
4,000	Deutzia P. of R. (Heavy) All grades	3,000	Sambucus acutifolia All grades
2,900	Deutzia Lemolnei (Heavy) All grades	3,000	Sambucus nigra aurea All grades
300	Euonymus alatus 2/3 feet	70,000	Spiraea (18 varieties) All grades
3,000	Forsythia intermedia 2/3 and 3/4 feet	4,000	Symphoricarpos racemosus 2/3 feet
3,000	Forsythia spectabilis 2/3 and 3/4 feet	3,000	Tamarix africana and odessana All grades
4,000	Forsythia suspensa 2/3 and 3/4 feet	2,000	Viburnum opulus 2/3 and 3/4 feet
5,000	Hydrangea A. G. All grades	1,000	Viburnum opulus sterile 2/3 feet
2,500	Hydrangea paniculata (Type) All grades	500	Viburnum carlesii 18/24 inch
12,000	Hydrangea P. G. All grades	2,000	Weigela amabilis All grades
4,000	Hypericum moserianum 2 and 3 year	1,200	Weigela candida 2/3 and 3/4 feet
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(American Yew)



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Balsam macrocarpa	x	4-6	10c	9c	Colorado Blue	x	4-6	43c	33c	Imbraculifera	xx	8-10	25c	22c	
Concolor	x	4-6	20c	19c	Colorado Blue	x	6-8	15c	14c	White Tipped	x	4-6	15c	14c	
Douglas	x	4-6	44c	33c	Colorado Blue	x	8-10	17c	16c	Siberian	x	6-8	15c	14c	
Douglas	x	4-6	10c	9c	PINE					Woodward	xx	6-8	15c	14c	
Douglas	x	6-8	15c	14c	Jack	x	4-6	3c	2c	Woodward	xx	8-10	30c	27c	
Fraser	x	4-6	7c	6c	Hill's Mugho	x	4-6	11c	10c	Woodward	xx	10-12	40c	37c	
Nikko (Homolepis)	x	4-6	10c	9c	Hill's Mugho	x	6-8	14c	13c	HEMLOCK					
Nikko (Homolepis)	xx	6-8	12c	11c	Austrian	x	8-10	10c	9c	Canadensis	x	4-6	13c	12c	
Veitch	x	4-6	8c	7c	Ponderosa	x	4-6	3c	2c	Canadensis	xx	8-10	30c	29c	
Veitch	x	6-8	10c	9c	Red (Resinosa)	x	6-8	4c	3c	BALLED AND BURLAPPED					
CEDRUS (CEDAR)										EVERGREENS					
Deodara	x	4-6	10c	9c	White	x	6-8	8c	7c	JUNIPER					
Libani	x	2-4	6c	5c	White	x	8-10	10c	9c	Pfitzer	1-1 1/2'	xx	B&B	\$1.00	
JUNIPER										Pfitzer	1 1/2-2'	xx	B&B	1.25	
Chinese	xx	8-10	15c	14c	Scotch	x	6-8	3c	2c	Communis depressa	10-12"	xx	B&B	.90	
Pfitzer	x	6-8	14c	13c	Scotch	x	8-10	8 1/2c	7 1/2c	Communis depressa	1-1 1/2'	xx	B&B	1.15	
Communis	x	6-8	33c	23c	YEW					Swedish	1-1 1/2'	xx	B&B	.90	
Communis depressa	x	6-8	71c	61c	American	xx	8-10	10c	9c	Stricta	10-12"	xx	B&B	.90	
Communis depressa	xx	8-10	20c	17 1/2c	Japanese (Cuspidata)	x	4-6	20c	10c	Waukegan	10-12"	xx	B&B	1.15	
Golden Prostrate	x	4-6	20c	18c	Japanese (Cuspidata)	x	8-10	50c	45c	Sabina	10-12"	xx	B&B	.90	
Irish	x	10-12	13 1/2c	12 1/2c	Dwarf Japanese	x	4-6	20c	19c	Sabina	1-1 1/2'	xx	B&B	1.15	
Swedish	x	4-6	13c	12c	BIOTA					Virginiana	1-1 1/2'	xx	B&B	.75	
Spiny Greek	x	4-6	15c	14c	Aurea nana	x	4-6	13c	12c	SPRUCE					
Hill's Waukegan	x	6-8	20c	17 1/2c	Aurea nana	x	6-8	15c	14c	White	1-1 1/2'	xx	B&B	.65	
Japonica (Procumb's)	x	8-10	32 1/2c	30c	Bonita	x	4-6	13c	12c	White	1 1/2-2'	xx	B&B	.75	
Sabina	xx	8-10	35c	30c	Bonita	x	6-8	15c	14c	Norway	1-1 1/2'	xx	B&B	.40	
Tamariscifolia	xx	6-8	25c	22 1/2c	Compacta	x	4-6	13c	12c	Black Hill	1 1/2-2'	xx	B&B	.90	
Coast of Maine	x	4-6	15c	14c	Pyramidalis	x	6-8	15c	14c	PINE					
Hill's Silver	x	4-6	8c	7c	Pyramidalis	x	4-6	13c	12c	Hill's Mugho	8-10"	xx	B&B	.80	
Redcedar	x	6-8	7c	6c	Pyramidalis	x	6-8	15c	14c	Austrian	1-1 1/2'	xx	B&B	.85	
SPRUCE										Austrian	1 1/2-2'	xx	B&B	1.00	
White	x	4-6	4c	3c	ARBORVITAE					Scotch	1 1/2-2'	xx	B&B	.60	
White	x	8-10	10c	9c	American	x	9-10	6c	5c	PSEUDOTSUGA					
Black Hill	x	4-6	6c	5c	American	xx	8-10	7c	6c	Douglas Fir	1-1 1/2'	xx	B&B	.75	
Norway	x	6-8	3c	13c	Douglas Golden	x	8-10	15c	14c	Douglas Fir	1 1/2-2'	xx	B&B	1.00	
Norway	x	8-10	10c	9c	Douglas Pyramidal	x	6-8	15c	14c	ARBORVITAE					
Norway	xx	12-18	16 1/2c	15c	Globosa	x	6-8	14c	13c	American	1-1 1/2'	xx	B&B	.50	
										American	1 1/2-2'	xx	B&B	.65	
										Pyramidal	1-1 1/2'	xx	B&B	.65	
										Pyramidal	1 1/2-2'	xx	B&B	.75	
										Woodward	10-12"	xx	B&B	.75	
										HEMLOCK					
										Canadensis	1-1 1/2'	xx	B&B	.75	
										Canadensis	1 1/2-2'	xx	B&B	.90	

o indicates seedlings; x indicates one transplanting

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